PRINTERS' INK

Issued weekly. Subscription, U. S. A., \$3 a year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL CLVIII

NEW YORK, JANUARY 14, 1932

No. 2

When Advertising Returns to the Simple Life

Some Fundamentals That Get Lost in the Clouds and Become More Visible as We Come Down to Earth Again

By Kenneth Groesbeck

Vice-President, McCann-Erickson, Inc.

WHEN the business man by luck or skill gets hold of a line of least resistance, he is like one of us average swimmers who is swept gurgling against the guard ropes. A moment before, he was gasping in deep and tumbling water and then he encounters something solid, which is hooked up to dry land!

He doesn't let go of that rope in a hurry, especially if he has just swallowed a good part of the ocean. The more he previously floundered, the tighter he hangs on, and as he pulls himself ashore hand over hand he sends up a prayer of thanksgiving for the guy who invented life-lines.

Business men are so almighty rash about going out over their heads that it's lucky there are some fundamentals they can come ashore

Where are these life-lines, anyway? And how can we find them? Perhaps by simplifying some of our thinking.

Almost all advertising comes down to the final job of saying something, in print or picture, to somebody else.

Before we get to this point we dig and delve and research and pry and whatnot. We put the product under the microscope. We run around finding out things about drug store counter men in Keokuk and the value of free deals. We go through tests and experiments that make a post graduate chemical

laboratory look like a child's lighter moments. We drag in temperamental geniuses to design packages. Thus we get our product right, our price right, our trade channels oiled, our men trained in marketing and distribution.

All these things are only magnifications and elaborations—necessary and right and immensely valuable—of what man has done from the beginning to keep alive—making something somebody else needed.

Then comes the big job.
To tell him about it.
To make him want it.
Advertising.

One suspects that a good deal of the speed with which advertising has grown is due to the instinctive skill with which it was done in its earlier days and in its simpler forms.

We like to consider ourselves almighty advanced in 1932 with new techniques and high priced art and all sorts of high pressure put on paper—but along comes Boss Advertising Man Hill and says "Spit," and the walls of Jericho fall down.

That doesn't mean we all have to say "Spit" when we want to do successful advertising (heaven forbid the facile formation of the Spit School, like Halitosis University), but it does mean that if you want to come ashore out of the ocean you'd better reach for a life-line instead of a sweet.

Before we discuss the simple life,

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Kenneth Groesbeck

let us wonder for a moment what has led us so far away from it, in our advertising and sales plan-

There is no reason to doubt Uncle Sam's statement that even before the depression a third of the families in the United States lived on less than \$40 a week, twothirds of them on less than \$60, and nine-tenths of them on less than \$100.

If you will go assiduously to the movies for a few weeks, varying this program by listening an hour a night to your radio, you will see the kind of entertainment our people like best. This is not what cruel plutocrats of the amusement world elect to give them. It is what the people have demanded and they say it with dollars.

Finding Out What People Read

If you will carefully examine the daily press, the magazines of largest circulation, the novels which are best sellers, you will see exactly what our people prefer to read.

If you look at one more statistic, you will find enough automobiles in the United States to let all the people sit down in them at one

Here are simple, normal, easily ascertained likes and dislikes, which have their accompanying ways of

There are no inconsistencies in this picture, are there? Here we have only various aspects of our people, consistent one with another as regards income, education, amusements, attitude toward life.

Cleverness Is Wasted on Average Reader

If you had to write something and send it by mail to the members of one of these \$60 or \$70 a week total income families, would you think first of what great artist to use? Could you imagine trying to be clever?

Well, Lord love you, that's whom we are writing to, when we are trying to sell any mass product. And that's 95 per cent of what we do have to sell in business!

Until the recent hard times made selling not only roll up its sleeves but take off its shirt as well, this little family of consumers was the last thing our cognoscenti thought about. I just suspect that quite often business men didn't know, or anyhow forgot, that little family entirely.

Few manufacturers and fewer advertising men have ever seen the people who buy their goods. They pass them by in the street, but they do not usually see them.

Unless friend manufacturer or brother advertising man is lucky enough to have been born among the people, and to have lived with them, it's quite a stunt for him to get where he can talk their language in their way.

Quite possibly many of our advertising people would be very embarrassed if they had to sit down of an evening with an average American family. I mean just cold turkey, without any preparation on either side; without the obvious handicap of the family's knowing that they were entertaining a visitor from another world.

What, you are not from another world? And yet your personal income is four, five and six times as great as that of this whole family? If your wife and your children worked and pooled their earnings as this family does you would rep"Nov the d you'v

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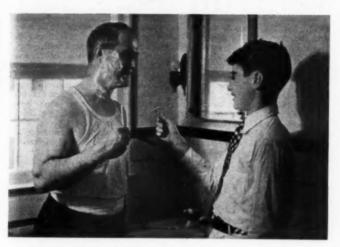
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a Gay, Young Blade



"Now try my razor, and notice the difference. That old sickle you've been usin' went out with horses and wagons."

Ken Vandenbree's been shaving for only two months, but that's been long enough for him to learn something about razors. Now he's out to convert Dad, and later, Uncle Ned, to the very latest shaving equipment—including razor, soap and brush, not to mention a new after-shaving lotion, which he hopes to use himself once Dad and Uncle Ned start buying it.

Boys of Ken's age are just naturally missionaries. Their opinions are only beginning to form, but that's all the more reason they have for voicing them.

Now's the time to win them to you and your product. They'll

put in a good word for you in the family buying councils today, and in a few years, when they have homes and families of their own, they'll be stalwart supporters of whatever you sell.

700,000 of them read THE AMERICAN BOY, nearly 80% of high-school age and over. In the one magazine entirely their own you can meet them, man-to-boy, and tell them your story in language they know and understand. If you've neglected this influential group during 1931, don't do the same thing during 1932! April forms close February 10th.

American Boy Detroit

resent perhaps ten times their purchasing power. Now will you admit you are from another world? When this man was in a poor school, perhaps six years, you were educated and brought in touch with the world's culture for sixteen years. While he is intellectually twelve, you are intellectually thirty.

We Should Like People

We come from another world all right, and the chances are we'd find the evening hard going. But if we liked people (as we should, to be good selling and advertising men), and if we were aware that education and money and even intelligence may not be the most important things in life, then we might spend a very pleasant time.

For different as our worlds may be, these people are our people. Basically they speak our language. Lucky you are, for example, if you come to them in trouble. Let us suppose you have had a minor automobile accident, enough to cut up and bruise yourself and your wife, muss up your clothes, shake you down to stark reality. Suppose you have had to walk a couple of miles through a driving rain in this condition, and in distress you burst in on this average American family, seeking their help.

You may know some words they never heard of, but you won't know enough words to express what you think of that family before they get through with you.

Well, what's this all about, anyway, and what's it got to do with lines of least resistance?

Simply that too much selling and advertising is still planned and produced by folks who don't know people, or who have stopped thinking about them.

Only genuinely human advertising sells goods to most of human-(Continued on page 112)

For You, but Not for Me

Editor of PRINTERS' INK:

I was quite interested in the letter from Henry H. Wilkinson, advertising manager of the Permutit Company, which appeared in the December 24 PRINTERS' INK.

A couple of months ago we were going to produce a retail sales manual and I was confronted with the same problem that caused Mr. Wilkinson to write his letter.

It was my thought that we could use a large 12 x 14 stiff covered portfolio of the type that can be set on a desk like an easel and the pages turned over the back as the salesman proceeds with his talk. Accordingly I called in a representative of a company who makes such binders and talked to him about prices and sizes.

He appeared in the office without any samples of the various sizes. When I asked him about samples to compare in size with one which I had here he replied that he did not carry any of his own folders because they were too big to get about with conveniently. Right then I decided that if he did not carry his own portfolio that our salesman certainly would not and we finally produced our retail sales manual in a leatherette binding, size 8½ x 11.

Our experience to date is that the 8½ x 11 sales manual can be slipped into a portfolio with other sales material this same size and that the salesman will carry it and use it in all of his calls.

The funniest thing (or most tragic) about the portfolio salesman was that prior to his call I do not believe that a day had gone by without receiving some sort of direct-mail advertising piece from his company. It was this steady stream of pamphlets and broadsides, etc., that induced me to ask them to call on me. And then he appeared without any ammunition in his gun.

GERALD HULETT,
Sales Promotion Manager,
ELECTROMASTER, INC.,
Detroit, Mich.

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CULTIVATE RHODE ISLAND IN 1932

Are You SELLING Where They're BUYING?

NEW passenger car registrations in Rhode Island for the first eleven months of 1931 were only 12% below the corresponding period of 1930. The national loss was 27.6%.

New car advertising in the Providence Journal and Bulletin for these eleven months was curtailed 27.5%.

Journal-Bulletin FAMILIES In Providence 19 OUT 20

In Rhode Island
2 OUT 3

of all families who read English While the lineage figure corresponds accurately with the national trend of sales, it is obviously far out of line with actual buying in this exceptional market.

The moral is equally evident. Rhode Island will yield profits in 1932 for adequate cultivation through its dominant newspapers.



CHAS. H. EDDY CO. Representatives R. J. BIDWELL CO. Boston · New York · Chicago San Francisco · Los Angeles · Seattle

Make End of Deflation!

Suggestion of New Federal Reserve Policy and United Action for Re-employment Mark This Week as Most Important

By Roy Dickinson

JUST as this issue of PRINTERS' INK goes to press, news is about to break concerning several events of importance to manufacturers.

These events point to a mild type of inflation or an end of the two-year policy of deflation which has gotten the country nowhere. On January 10, according to a special report to the New York Journal of Commerce, governors of the Federal Reserve Banks met in secret session, conferred with Under-Secretary of the Treasury Ogden L. Mills, and discussed open market operations, possibilities of mild inflation.

Under an inflation policy the Reserve System could purchase large amounts of acceptances and Government securities in the open market, making payment with credit of the Federal Reserve. Such a deliberate policy would lead to more bank reserves, and banks, to make their money work, would buy securities, make loans.

If the theories of economists who have proved sound in the past are true now, such a policy would raise commodity prices and create expansion of loans.

Advertising Interests Have Great Opportunity

With this sort of news in the offing, the plans for national reemployment now being organized by the American Legion, with which organization many working, including the Association of National Advertisers, the Na-Publishers tional Association, which for some time has been closely co-operating with Government and other constructive forces, the Outdoor Advertising Association of America, the American Federation of Labor, groups in the foreign language press, radio stations, many newspapers, and others, it begins to look very much as if the constructive forces of advertising are going to be able to do a job now such as people have often told them they could accomplish.

When national organizations run the advertising campaign, and the American Legion, with posts in 10,000 cities and towns working with Chambers of Commerce, Rotarians, and other local citizens, act as a selling force for the reemployment of men and the creation of work by house-to-house canvassing, it is entirely possible that a force will be set in motion which will change the whole national picture.

A War Against Deflation

Comparing the present situation to the War was the President's simile used before Congress.

In a war against the destroying forces of deflation every man and organization can act with war-time unselfishness provided Government forces, the Congress, and the banking system do their full part to strengthen the financial structure on which confidence must rest.

These forces have acted. Now if the constructive war-time spirit can be remobilized back of the Reconstruction Finance Corporation, if every citizen will co-operate with his local committee of volunteers for action, 1,000,000 men can be put back to work in the next ninety days.

Notox and Marinello Accounts to Biow

Inecto, Inc., Notox hair coloring, and the Marinello Company, Inc., toilet preparations, both of New York, have appointed The Biow Company, advertising agency of that city, to direct their advertising accounts.

Appoints Kenyon & Eckhardt
The advertising account of the Canadian Australasian Line in the United
States, exclusive of the Pacific Coast,
has been placed with Kenyon & Eckhardt, Inc., New York advertising
agency.

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ananited oast, Eckising Thorough Trading Area Coverage Through One Newspaper

Milwaukee Added 689 Corporations in 1931

ALREADY the best balanced industrial city in the nation, Milwaukee again increased its diversification of industries in 1931, when 689 new corporations were established in the city.

The new companies employed 2,700 people and added \$4,000,000.00 to the city's annual industrial payroll.

This record in a year such as 1931 is indicative of the sound, substantial growth and stability which makes Milwaukee one of the safest, most profitable metropolitan markets for advertising and selling efforts. Here, too, an advertising dollar has a better opportunity to return a profit because one newspaper reaches more than 80% of the buying power in Greater Milwaukee.

THE MILWAUKEE JOURNAL

Radio Advertising Goes Before United States Senate

Couzens Wants Advertising Limited to Sponsorship Mention

SENATOR JAMES COUZENS, of Michigan, wants the Senate to authorize the Federal Radio Commission to make a survey of the use of radio facilities for commercial advertising. He has submitted a resolution calling for such a survey.

His resolution, which was ordered to lie on the table, in its preamble calls attention to a "growing dissatisfaction with the present use of radio facilities for purposes of commercial advertisers may more clearly understand what it is that prompts Senator Couzens to ask for an investigation, PRINTERS' INK asked him for a state-

ment, which follows:

"I gave a statement to the Associated Press, although I have not yet seen it printed, that the inspiration back of the resolution was the criticism by the public of many of the programs now being broadcast. To this was added my own observations. Together, I reached the conclusion that the whole radio industry, outside of communications, was in danger of being permanently injured. It occurred to me that it was time for the Gov-

ernment to take a hand in looking

into the matter, thus the resolution.

Let Broadcasting Continue in Private Hands

"In my statement to the Associated Press I said of all the suggested remedies contained in my resolution, I thought that the most desirable one was that broadcasting be continued in private hands and that advertising be limited to the extent that none would be permitted except the statement of the name of the corporation or concern sponsoring the program. I think no one could object to that, and it seems to me it is a remedy for what I conceive to be a great danger to the public and the industry."

The Couzens resolution follows:

"Whereas there is growing dissatisfaction with the present use of radio facilities for purposes of commercial advertising: Be it

"Resolved, that the Federal Radio Commission is hereby authorized and instructed to make a survey and to report to the Senate on the following questions:

Seven Questions for a Survey

"1. What information there is available on the feasibility of Government ownership and operation of broadcasting facilities."

"2. To what extent the facilities of a representative group of broadcasting stations are used for commercial advertising purposes.

"3. To what extent the use of radio facilities for purposes of commercial advertising varies as between stations having power of 100 watts, 5,000 watts, 1,000 watts, 5,000 watts, and all in excess of 5,000 watts.

"4. What plans might be adopted to reduce, to limit, to control and perhaps to eliminate the use of radio facilities for commercial advertising purposes.

"5. What rules or regulations have been adopted by other countries to control or to eliminate the use of radio facilities for commercial advertising purposes.

"6. Whether it would be practicable and satisfactory to permit only the announcement of sponsorship of programs by persons or corporations.

"7. Any information available concerning the investments and the net income of a number of representative broadcasting companies or stations."

Coincident with the statement from Senator Couzens, there has been made public a statement by Representative Horr, of Seattle, Wash., who is the author of a resolution, now pending before the dis-

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question:

"Do women read the women's page in daily newspapers; if not what is lacking?"

answer:

We have a cracking good answer to that question, asked by Editor & Publisher, from an experience at The Register and Tribune. Recently our household editor announced a candy recipe contest offering \$20 in prizes. The only promotion was a small notice on the women's page, published six days. The next morning saw sev-

eral hundred replies on her desk.

Each day the number of returns increased. Nor did they all come from Des Moines. When the contest closed a week later, 4,441 recipes had been received. 674 replies came from Des Moines and Polk County. 3,767 recipes came from Iowa's other counties. They came from all over Iowa.. every one of the 99 counties was represented.

Isn't this an impressive testimonial as to the responsiveness of The Des Moines Register and Tribune's women's pages? Your advertising message in this newspaper will reach this same group of housewives. Each day The Register and Tribune is delivered to more than 200,000 Iowa homes. Intense reader interest built this circulation. No contests, no premiums.



Hazel Brown, Register and Tribune household editor

The Des Moines Register and Tribune

"The Newspaper Iowa Depends Upon"

240,844 Daily A. B. C.

house, which seeks a Congressional investigation of radio. His statement strongly criticizes the Federal Radio Commission as "one of the most extravagant and arbitrary of the Government agencies.'

It is his opinion that monopolistic control is the most vicious tendency of the Commission. "This is evidenced," his statement reads, "by the hold the N. B. C. and R. C. A. have upon the Commission. Incidents of unfairness which almost amount to tyranny are numerous. Stations have been given increased time and power without even formal petition, when smaller stations whose facilities have been attacked have had to spend large sums of money to retain highpriced counsel and prove convenience and necessity at a hearing.

"In some instances where extension in time or increase in power is desired, owners of the petitioning stations have been sent to one or the other of the national chains for approval or disapproval. 'Influence' seems to be the Commission rule, and not convenience and necessity.

Results of Radio Monopoly

Representative Horr describes what will result if the monopolistic tendency, which he charges, continues. Local stations will rapidly become relics of the past, he declares, and a few large companies will own the air, and uniform entertainment for the country will be sent from one or two centers, thus discouraging general artistic development.

A group having one or two strong stations is not objectionable, it is stated by Representative Horr, but to give this group monopoly just because it puts on good programs, is like allowing an oil company to control the output just because it sells good oil.

"I am of the opinion," he states, "that if these chains desire to continue their nation-wide broadcasts each should synchronize on one wave length, leaving the remaining wave lengths for individual sta-The listening public could thus hear the chain programs or listen to the local community features."

Organizes Loomis-Clapham-Whalen Company

Whalen Company

Wealey H. Loomis, Jr., has brought into one corporation the Kansas City and Chicago advertising businesses in which he held an interest and which included Loomis, Baxter, Davis & Whalen, Inc., at Kansas City and Loomis-Clapham Company at Chicago. The new corporation will be known as the Loomis-Clapham-Whalen Company, with executive offices in the 21 West 10th Street Building, Kansas City.

Frank E. Whalen is vice-president and treasurer and James R. Reese assistant secretary. H. E. Clapham, vice-president and secretary, will be in charge of the Chicago office. He formerly was associated with Mr. Loomis in the Loomis-Clapham Company of Chicago.

J. F. Baxter, formerly of Loomis, Baxter, Davis & Whalen, Inc., has formed the Baxter Advertising Company with offices in the Dwight Building. Kansas City, Donald Dwight Davis has joined the Ferry-Hanly Advertising Company, Inc., also of that city.

Manor House Coffee to Earle Ludgin

W. F. McLaughlin & Company, Manor House coffee, have appointed Earl Ludgin, Inc., Chicago advertising agency, to direct their advertising. Within a few months this company is contemplating advertising a new blend to be called "99½."

Three Accounts to Calkins & Holden

The Decorated Metal Manufacturing Company, Inc., Brooklyn, N. Y., and the Soyex Company, Inc., and the Vino-Glo Corporation, both of New York, have appointed Calkins & Holden, New York advertising agency, to direct their advertising accounts.

Gulf Refining Appoints Young & Rubicam

The Gulf Refining Company, Pitts-burgh, has appointed Young & Rubicam, Inc., New York, to handle its advertis-ing, including outdoor. This appoint-ment is effective March 1, 1932.

E. H. Barling Advanced by United Advertising Corp.

Eugene H. Barling, for the last ten years sales manager of the United Ad-vertising Corporation, Newark, N. J., has been appointed vice-president in charge of sales of that company.

V. E. Burnett, Vice-President. General Foods

Verne E. Burnett, assistant to the executive vice-president of the General Foods Corporation, New York, has been appointed a vice-president of that company.

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Coast artillerymen are satisfied if they place their shells close to the mark. But only direct hits will please the advertiser who wants profits at low advertising cost.

Smashing direct hits on the half-billion dollar Florida market are scored easily and economically when your message is aimed through the Times-Union.

Why? Because Florida's Foremost Daily reaches 75.1 per cent of all Jacksonville families (Florida's most populous market) and gives intensive sevenmorning coverage of the state at large.

Aim your 1932 schedules for direct hits on Florida's bulging pocketbook!

The Florida Cimes-Union

Represented Mationally by REYNOLDS-FITZGERALD, Inc.

New York . . . Chicago . . . Philadelphia . . . Los Angeles . . . San Francisco

Circulation: 52,219 daily; 60,365 Sunday

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BY THE GREATESMA IN SEVEN YEA

Daily News published 15,168,177 agate lines divertisi

than the second Chicago daily newspaper . . . Th

greatest margin of leadership The Daily New

has enjoyed in the daily field since 192

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PHILADELPHIA Record Bidg.

DETROIT New Center Bidg.

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During 1931 The Chicago

ines devertising . . . Over a million and a half more

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....a Signpost for **Advertisers** in 1932

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ONCE ATED EVENING CIRCULATION

sentative EORGE A. McDEVITT CO.

W YORK 250 Park

ROIT

AN FRANCISCO madneck Bidg. ter Bids.

NEW YORK 165 Broadway

CHICAGO

... these Oklahoma Farms have few "Timid Souls". .

In a 1931 contest, more than 120 farm homes in one Oklahoma county spent \$30,000 in home improvement, averaging \$250 each. In another county, 214 rural homes were painted and improved at similar expense.

These are but samples of how Oklahoma's farmers go shead buying, even in a "slow" year.

Swe them, in your advertising, an incentive to buy and the 205,023 Oklahoma Farmer-Stockman readers will swell your sales in the great Southwest. It is easy to add this market to your city program.



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How General Foods Trains Salesmen by Mail

This Correspondence Plan Is Based on Salesmen's Experiences and Talks
Their Language

An Interview by B. F. Berfield with

James Ingram

Sales Executive, General Foods Sales Company, Inc.

"NEARLY two years ago our company put into effect a new selling plan based on a modern conception of a salesman's job.* To make that plan fully successful it was essential that we train our salesmen thoroughly in the fundamentals and refinements of their jobs."

953 Salesmen Enrolled in Correspondence Course

32

James Ingram, sales executive, General Foods Sales Company, Inc., was describing the inception of the company's Retail Sales Development Plan, a six-lesson, sixmonths' correspondence course for the company's salesmen. To date, 953 of the men are enrolled in the course and 888 are up to date on their work in the course. Of those enrolled but not up to date, nine-teen are recent enrollments and twenty-nine have sent in solutions to one or two of the three problems so far presented to them.

So many salesmen's correspondence plans have been introduced with flying colors only to peter out after the first lesson or two that the General Foods plan's success is particularly striking. With the course half-completed the company is able to report a lively and continued interest on the part of its salesmen and is able to trace already noticeable signs that the lessons learned are taking hold.

"Because of the far-flung nature of our distribution," continued Mr. Ingram, "it was impractical to have our salesmen come into the New York office for a training course, although about a year ago we did hold a retail sales school in which we tried to drive home the fundamental ideas of what a General Foods salesman should be. We gave some thought to the idea of holding district sales schools but time and other factors involved made this idea impractical also. Finally, we decided upon the correspondence plan, knowing the disadvantages of such a plan but believing that we could overcome these by the careful preparation of the course and a close follow-through with both the salesmen and the district sales managers.

"We had two definite ideas in planning the course. The first was that it should be free from all the bunk and indefinite inspirational pep-up stuff that has been a feature of many such courses. Our second idea was that this course must talk the salesmen's language and that he must know the things we recommend are not indigestible ideas handed down from above but actual, usable ideas which were being put into practice successfully by our salesmen in various parts of the country. Following these ideals has made it necessary for us to write and rewrite each lesson many times, but the results have amply repaid us for our efforts.

Observers Accompanied Salesmen on Their Calls

"In order to get the down-tothe-ground facts about our retail sales jobs, we conducted a nationwide study of actual selling. Trained observers accompanied selected salesmen on their calls on dealers. These observers wrote down, word for word, what happened on these calls. They set down a full description of each salesman's methods; how he ap-

[&]quot;What Is the Modern Salesman's Job," PRINTERS' INK, December 11, 1930.

proached the dealers, how he got orders, how he handled objections and difficulties, what he did to build up the dealer's sales by display and advertising.

"The observers also discussed the whole retail sales problem with each salesman they accompanied and obtained his views and opinions, collecting his ideas about the best way to establish the right relation with dealers. After that they interviewed district sales managers, district retail salesmen, jobbing salesmen and anyone else who could contribute helpful information.

A Wealth of Material from the Field

"When these facts had been gathered we had thousands of pages of reliable records upon which to base our plan. Thus you see why we can say that the plan really was written by our salesmen for our salesmen.

"The survey gave us a remarkably clear picture of the methods that have been the most successful in increasing the sale of our prod-Further, it showed us that these methods can be used by every salesman who calls on retailers and in all types of territories. have been very careful to try to avoid including in our course anything that could be considered of a sectional nature because we know that the general fundamentals of selling are as applicable in Portland, Me., as they are in New Orleans, La., San Diego, Calif., or Portland, Oreg.

"With the material in hand we were able to plan our course. It is divided into six lessons or parts, as follows:

1. Developing team work with

dealers,
2. Building up the dealer's stock,

3. Guiding the dealer's merchandising,

4. Improving the dealer's dis-

Handling difficulties and obstacles,

 Developing your territory.
 "Each of these parts consists of a pocket-size book of from seventy to 100 pages, illustrated where we feel illustrations will drive home a point.

"Each of these lessons is divided into four or five chapters. For instance, lesson one has the following chapters: The retail salesman's job; planning the successful call; establishing mutual understanding; selling the company; explaining company policy. At the end of each chapter there is a one-page summary of the key idea in that chapter."

Anyone outside of the General Foods organization looking over a typical lesson will be impressed by the number of times points are illustrated by actual incidents taken from salesmen's own experiences. Model sales are not described in theoretical language but are given in the words of a real salesman as he would speak them. Bad salesmanship is illustrated by relating experiences where salesmen have fallen down. There are frequent quotations of actual conversations between salesmen and dealers.

The result of this is a lively, interesting, entertaining book that every salesman will read thoroughly. Once he has read it, he cannot help but digest the lessons given him so vividly.

In the back of each book is an envelope. The salesman is told to read the text of his lesson first before he opens this envelope in which he finds a series of ten cases problems dealing with the points he is supposed to have learned from the study of the lesson.

No Long Written Examinations

"Instead of giving the salesman a long written examination," says Mr. Ingram, "we decided that the best method would be that of the case problem. In this way we are able to see whether the salesman has mastered the lesson in such a way that he can adant its principles to his selling. For instance, the first problem on our first lesson gives a record of the work of a certain salesman, showing the number of calls he has made on various classes of stores, how he has checked the stock, how he has

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placed his advertising material, how and where he has gained his volume, etc. The problem is to analyze this record and tell us whether the salesman's division of effort between A and B stores as contrasted with C stores has been good or poor and whether his attention to the merchandising side of the work has been good or poor. There is nothing tricky about the question and it is not particularly difficult, yet a salesman who has not read the book might stand an even chance of failing in his answer.

"The salesmen are not asked to write answers. At the end of each problem there are little boxes in which the man can check with a pen his yes or no answers to certain questions which we ask him. The actual amount of manual labor required on the part of a salesman should not take over ten seconds, but the amount of thought and study takes some real time. The salesman actually checks his answers on the booklet of case problems that we have sent him and then sends his answers to an outside organization which is supervising the details of our training course.

"His answers are checked and he is rated. Then he is sent an analysis of the questions which is followed by the proper answers. Thus, he gets an opportunity to see how well his work checks with the correct answers.

Salesmen's Views Are Invited

"To show the salesmen that we are still basing our course on their experiences, we invite their views if they disagree with certain parts of our analysis. Of course, such disagreement will seldom happen, because the analysis is really based on the work of our best salesmen. However, in a certain territory the salesman may feel that conditions do not apply as indicated in the analysis and this gives us an opportunity to clear up the situation.

"When the salesman has sent in satisfactory answers to the six problems, he will receive a certificate showing that he has done his part in following the plan. This will be attractively printed in a form suitable for framing and we hope it will be considered a valuable document for every General Foods man who wins one. We consider it an award of merit, evidence that a man is prepared to do an outstanding job in selling and merchandising.

Some General Foods Executives Took Course

"The course is open to every general line salesman and also to our other salesmen (on a special basis), although it does not deal with the problems altogether common to their business. It is interesting to note that several of the higher executives of our company have taken the complete course so far and have said that it has given them a broader conception of the salesman's job. Copies of the lessons have been sent to all the directors of the company for their information.

"A regular line salesman, when he registered for the course, was told that a charge of \$10 was entered on his account. He was told, further, that when he completed the program and won his certificate, that \$10 charge was automatically removed. If he does not complete the plan, the \$10 fee will be deducted from his account on a pro rata basis, depending on how many of the lessons he has completed. We put this charge on the lessons chiefly to show the men they had real monetary value and also to give them further inducement to complete the course.

"Although the lessons were mailed to the salesmen and they studied them individually, we recommended to each district sales manager that he hold conferences when possible with his salesmen to go over the lessons. The district sales managers have co-operated eagerly, with the result that we have had a number of excellent conferences. One conference in one of our most difficult territories was held on a Saturday and the plan was to call it at ten a. m. and complete it by two o'clock. So interested did the men become that

they did not finish their conference until twelve at midnight. When you consider what a Saturday afternoon means to a salesman you will realize how deeply they were interested and how much they must have gotten out of the conference.

"In order to help our district sales managers to build successful conferences we have prepared a series of conference guides, one for each lesson. In these guides we suggest to the district sales managers a way to conduct conferences so that the men can get the most out of them. We give a list of topics for discussion and advise them to assign a definite part in the discussion to various salesmen.

"For instance, in lesson one, one salesman is asked to show in which ways his reading of the lesson has cleared up his ideas as to what constitutes a retail salesman's job. He is given about five minutes to do this and then the meeting is thrown open for a general discussion. To bring out another point the district sales manager is asked to take the part of a dealer and to assign one of his salesmen the job of explaining to this imaginary dealer some point brought out in the lesson. After this model sale has been staged, the rest of the salesmen at the conference are asked to give their criticisms and a great deal of lively discussion develops.

"We feel that these conferences, properly conducted, will really be of unusual value to our entire sales force, and the results so far have shown us that we are correct. The district sales managers, in receiving a careful guide for the work, are enabled possibly to get more out of the conferences and without the necessity of laborious preparation they are placed in a better position to lead their sales-

"After the conference is over we ask the district sales manager to report to us the results he has obtained and he can ask any questions which he feels will help him to make his future conferences more valuable.

"In sending out our course we

have made arrangements so that a new salesman who was taken on after the first two or three lessons have been mailed out can register for the course and catch up on his back lessons by a little extra ef-We have not yet decided about what we shall do at the completion of the course for salesmen who come in the company after that, but it is safe to assume that if the course is as successful as it has turned out to be so far we shall make some arrangements to keep it alive on a more or less permanent hasis.

"There are a great many details connected with the operation of this plan, but the general interest shown by our salesmen, particularly as it is indicated by the large proportion of those registered who are sending in their answers for every lesson, shows that this careful attention to detail is essential.

"The most important point, we feel, in the conduct of such a course is a strict adherence to the two basic ideas with which we started; that everything that is written be carefully debunked and that the salesmen realize the important fact that they themselves have really written the course."

Two New Campaigns for Union Oil

A campaign, using newspaper and outdoor advertising, has been launched throughout the Pacific Coast territory by the Union Oil Company to feature its new "76" gasoline. Another campaign, confined to Pacific Coast newspapers, is being run for Union Service Stations, Inc., a new division of the Union Oil Company. Copy for this campaign announces new sales, service and credit policies at the stations handling Union Oil products. Radio advertising is being used to tie in with the newspaper campaign.

paper campaign.

Both campaigns are being directed by the Los Angeles office of Lord & Thomas and Logan.

Appointed by Van Sant, Dugdale & Corner

J. P. Daiger and Edgar F. Riebetanz have been appointed members of the executive board of Van Sant, Dugdale & Corner, Inc., Baltimore advertising agency. Mr. Daiger has been copy chief and Mr. Riebetanz has been manager of the agency's Towson, Md., office, both having been with the agency for many years.

Building Permits in Indianapolis for November, 1931 were \$1,299,857 as compared with \$359,598 in November, 1930, and \$575,859 in November, 1929

A definite indication that Indianapolis . . . and the Indianapolis Radius . . is a market well worth intensive selling effort NOW!

Major Market Newspapers, Inc.

New York: DAN A. CARROLL, 110 E. 42nd St. Chicago: J. E. LUTZ, Lake Michigan Bldg.

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ALL NIGHT long the trucks line up to load and carry away America's largest circulation.



220 E. Tribune

TRUCKS

Fifteen thousand times a night a man gets down from a truck and drops a wired bundle in some safe spot... The man is a News routeman. The truck is a News truck. And the bundle is copies of The News, delivered daily to more than 15,000 newsdealers in New York City and suburbs. A second delivery is made to 11,000 metropolitan dealers later in the morning. The direct distribution of the peak News circulation (now in excess of 1,360,000 copies daily and 1,760,000 Sunday) involves the use of 129 vehicles and employs 195 routemen. In 1931 News delivery cost more than \$1.750,000—some \$150,000 more than in 1929!... Risen circulation and increased advertising volume have stepped up all News expenses—but the News milline has dropped to an all-time low. Today the greatest advertising medium in New York is the cheapest! Grow with a medium that grows in these times!



220 EAST FORTY-SECOND STREET · NEW YORK Tribune Tower, Chicago · Kohl Building, San Francisco

NOT F. O. B. BUT DELIVERED

A Significant Difference You'll Appreciate



The Detroit News

New York
I. A. KLEIN, INC.

THE HOME NEWSPAPER

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When Opportunity Knocked for Julius Rosenwald

Death of Mail-Order Man Recalls His Philosophy as to How to Get Along in Life

IT was the idea of Julius Rosenwald, frequently expressed to a PRINTERS' INK staff writer, that the proposition of getting ahead in life or in business was one of being able to connect with an opportunity rather than being a genius or a super person.

Mr. Rosenwald, who died last week at his home in a Chicago suburb after an illness of many months, did not under-estimate brains, ability and

industry 28 the fundamentals upon which everybody should proceed to administer his job or build his business. Nevertheless, declared that many a man of outstanding capacity had been forced to go along through life occupying a mediocre position, far below his real merits, simply because the workings of fate or something else had pushed him away from his destiny.

"There was never a more mischievous and untrue statement made," Mr. Rosenwald said, "than the one to the effect that a good man can not be kept down-that if he had real ability and force of character, he would simply smash his way through and over all obstacles and get to the consummation of his aspirations.

"This is a perfectly absurd pothesis. A thousand things, hypothesis. even aside from considerations of health and family, can arise to keep down a man of great ability and make him a mere plodder instead of one who has achieved some-

Rosenwald illustrated his thought by telling about his own business experience. At the time of his death he was said to have been the owner of more than \$33,000,000 worth of the common stock of Sears, Roebuck & Company, of which firm he was chairman of the board, having retired from the presidency some five years But there was a time when his sole interest in the great mailorder house consisted of an uncollected debt. It was with great ap-

parent satisfaction that he related the story to the of these writer words, one of the conversations curring while he was still active as president.

He was engaged the clothing business in cago, the firm name being Rosenwald & Weil. He made large quantities of clothing which Sears, Roebuck cataloged and sold under its own pri-

vate label. Mail-order

houses are no more immune from bad business conditions than anybody else and the eventual result was that Sears, Roebuck became indebted to the clothing firm for a large amount. The debt kept on growing and finally Mr. Rosenwald took an executive position at Sears, Roebuck in order to protect his interests. He thought he would help the clothing department work off its overstocks to a sufficient amount to clean up the amount due his firm.

He did this but in the doing he got the mail-order virus into his The necessity of taking radical action to collect an apparently bad debt was opportunity knocking at his door. He stayed



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with Sears, Roebuck, soon becoming president and piling up millions of dollars, of which he disposed in such a way as to build a reputation as one of the country's outstanding philanthropists. At the time of his death, he had arranged for the distribution of an additional \$25,000,000 to various enterprises and philanthropies in which he had an interest.

"I became president of this mailorder house," he said (and the writer is quoting him from memory of a conversation that occurred several years ago), "because I had the opportunity. I don't mind telling you that there are at least three men in this business who could handle the job of president better than I can. But the job is mine. I like it and am going to keep it.

"For all I know, there is some young fellow down in the shipping department who would be a better president than any of us. But will he ever have a chance to show his capacity? Perhaps so. But I seriously doubt it. It takes an outstanding genius sometimes to work his way up from the bottom from among many thousands of competing employees.

"My own experience and observations, extending over a long period of years, have convinced me beyond all doubt that there is an enormous lot of unadulterated bunkum being perpetrated under the guise of 'advice to young men.' The result is that many a man of sheer ability who is forced to occupy a lowly place considers he is a failure because, knowing his inherent capacity, he cannot break through the barriers. This man is a greater success because he makes the best of circumstances over which he has no control than are many who rise to the heights."

Mr. Rosenwald was an intensely practical business man. He was just as sensible and matter-of-fact in his policies as in this proposition of achieving success and of recognizing opportunity.

While active as president of Sears, Roebuck, he promulgated a rule to the effect that any employee of the firm found drinking in any saloon at any time should be discharged immediately. He explained

this by saying that he was not particularly interested in the personal habits of his employees, that he was not a snooper and had no prejudice against the temperate use of liquor. Even so, if employees of the company were allowed to enter saloons, there would be a fringe of those institutions all around the Sears plant on Chicago's West Side. (This, of course, was before Prohibition). He explained his philanthropies to the negroes by saying he did these things to help the whites. "If we don't lift up the negro he will drag us down," he declared.

Mr. Rosenwald had the courage of the born fighter and was ready to display it at any time. He showed his courage, for ex-

ample in 1921.

Sears' sales during the year 1900 had totaled \$11,000,000. By 1914 they had climbed to \$100,000,000. In 1919 they hit the \$270,000,000 mark. When the post-war deflation hit business, it hit Sears, Roebuck what many feared might prove a fatal blow. Probably the huge inventory loss that had to be taken would have been fatal with a less generous executive sitting in the president's office. Mr. Rosenwald knew what it would take to save the company and he promptly acted, pledging \$20,000,000 of his personal fortune to stave off disaster.

He rescued the firm and in so doing made another huge fortune. This was opportunity once more and he embraced it. But of course he would have thrown in his fortune just the same. He was that sort of person.

J. Ralph Corbett Starts New Service

J. Ralph Corbett has resigned from Corbett & North, Inc., New York advertising agency, and has formed his own company at that city to operate as a radio merchandising counselor. The name of the new company is J. Ralph Corbett, Inc., with offices at 420 Lexington Avenue.

Joins Associated Publications

Joseph H. Gallagher, formerly director of public relations of the Columbia Pictures Corporation, New York, has been made vice-president and Eastern manager of Associated Publications, Inc., New York.

Three Bright College Men Looking for Advertising Jobs

What Apprenticeship May They Serve to Fit Them for Advertising When the Upswing Comes?

By Don Gridley

LAST week three college gradu-ates of last June visited my office. They were looking for jobs -not positions or sinecures—just obs. They want to get into adiobs.

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They had made the usual rounds of agencies and publications. Here they were greeted by the familiar words, "We are not taking on new words, "We are not taking over-neenle. We are already overmanned but are trying to keep our staff intact." There they were told, "Leave your name. If anything turns up we'll communicate with you." They had no illusions about that last resort of the harassed personnel executives.

They realize that many skilled, experienced advertising practitioners are out of work, that these men will be taken on first and that the inexperienced will have to wait their turn. Each one of the young men asked me this question: "What can I do while I wait

for things to pick up? What kind of an apprenticeship can I serve during the next year-or two years if necessary-so that when the time comes I shall have acquired experience that will be worth something to some advertising agency?"

All Were Intelligent Applicants

None of these young men was looking for a job because he had been told that advertising offers · an easy life. Each of them would pass high in almost any examination you could give them for intelligence. Each of them has the kind of mental fiber and willingness to apply it diligently that makes a good agency man.

What answer can we give these young men? What can the intelligent college man, willing to work and work hard, do today that will fit him into the advertising agency

picture when that picture is ready to receive him? That second question must have occurred hundreds of times during the last two years to agency executives as they watched the long stream of applicants coming into their offices looking for work.

Where Should They Start?

Should we advise these young men to go into retailing, to work behind a counter in a drug, grocery story or department store?

Should we tell them to go out and sell from house to house?

Should they take courses in advertising and merchandising at one of the leading universities?

Should they forget the advertising business entirely and try to get into some other line of work? In other words, is there going to be an under-supply of jobs and an oversupply of men in the agency field for several years to come?

Should they continue doggedly to bombard the agencies with the hope that some day they will find an opening, if it is only as office boy?

We must remember that no matter what advice we give them, they are going into one of the bitterest competitive markets this country has ever seen-the market for jobs. They are entering it at a critical time for themselves—the time when a man ought to be choosing his life work.

It seems to me that out of justo themselves advertising agencies must give this question serious thought. There are today thousands of bright youngsters, fine potential agency men, men who will be needed some day. seriously debating their futures.

As an advertising man, what advice can you give these young men? What apprenticeship can they serve in these times?

The President Speaks to the Sales Manager

One Reason That Lebanon Made a New Sales Record in 1931

By John E. Edgerton

President, Lebanon Woolen Mills Chairman, National Association of Manufacturers

ABOUT twenty-seven months ago, there was a bang upon America's financial front door, signifying that a large installment was due from us as a people on our account with civilization for various orgies of law violation. Visualizing the indeterminate period ahead as one of inevitable readjustment to changed and changing conditions of life, I called into conference in January, 1930, the sales manager of our blanket mills.

I spoke to him substantially as follows: "We are undoubtedly in for a season of deflation whose duration will depend upon the readiness with which all people in every department of our national life accept the inevitable and adjust themselves and their businesses to new requirements.

"This means an intensely increased sales resistance, requiring for its mastery, extraordinary salesmanship, embracing not only greatly increased faith, courage, persistence, and fearlessness, but new methods, improved devices and advanced standards. The common run of ordinary humanity in all social ranks are already dashing for their storm cellars to wait for the return of normal conditions.

Business Men Are Retreating

"Increasing numbers of business men are retiring into their offices, curtailing their forces, pulling down the shades to keep out the lightning flashes of the storm, to wait for the depression to disappear and for frightened business to come back uninvited and unescorted.

"This is, therefore, the golden opportunity for men and women of extraordinary quality. If within the next one or two years you would like to be pointed out as the greatest blanket salesman in America, you have the chance of a lifetime while others are vainly waiting for selling to become easy. Jan

"People need blankets now as much as they ever did. There are more people to sell to than ever before, and America has fifty billions of dollars in its banks."

No More "Depression" Talk

This concluded the interview, but not the story. Within two weeks thereafter, our mills reopened full force, full time. Instructions were given that the word "depression" or any of its synonyms, should not be used in or around the place, but that everybody must work as never before.

When the year 1930 ended, we showed that it was the best year in our twenty years of history. With full steam up, we plunged into 1931 with renewed faith and confidence. Our auditor's report shows that this past year was very much better than 1930; that we made and sold 30 per cent more blankets than during any other year in our history.

Not only has there been no depression in our mills, but the two years of 1930 and 1931 stand out as altogether the most satisfactory to our management, employees, and stockholders of all the years of our corporate existence. And we haven't a fear as to our future, because we know now what we can do when we do our best.—[From a talk at the America at Work dinner held at New York last week.]

Doremus Elects W. H. Burnham

Walter H. Burnham has been elected secretary of Doremus & Company, New York advertising agency. He has been with the company for over twelve years. nay

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"Dear Mrs. Martensen:"

In 1931 over 45,000 women wrote to Mary Martensen, the Chicago American's Home Economics Director, without one free sample of anything as bait.

Over 12,000 women came to Mrs. Martensen's cooking classes in 1931, and none was offered or got a single free package or can or bag of any advertised product as a reward for attendance.

Women by the thousand turn to Mary Martensen for service, not samples. No woman who knows the excellence of Mary Martensen's home-making help would trade any part of it for free soup, soap or shortening.

It shouldn't take a course in psychology to make it evident that such service as that given by Mary Martensen breeds loyalty and a strong feeling of obligation, which binds readers closer and more lastingly to a newspaper and its advertisers than can any combination of vaudeville and sample-flinging disguised as a "cooking school."

That is why Mary Martensen, home-making helper to the largest group of women evening newspaper-readers in Chicago, is one of the most important aids to food advertisers in Chicago.

CHICAGO AMERICAN

a <u>good</u> newspaper now in its ELEVENTH YEAR of circulation leadership in Chicago's evening field.

National Representatives:

RODNEY E. BOONE ORGANIZATION

BALTIMORE ..



THE SUNPAPERS in December

nd Dividends







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New York: John B. Woodward, Inc. Atlanta: A. D. Grant San Francisco: O. Geo. Krogness Chicago: Guy S. Osborn, Inc. Detroit: Jos. R. Scolaro St. Louis: C. A. Cour

nbe AILY (M & E) 288,840

DIRECTIONS

To use the automatic sales machine in your plan of distribution, first get a merchandising analysis. Send several samples of your product or products to world's largest manufacturers of coin operated machines. Mills engineers carefully weigh the mechanical vending chances of your product. Measure your opportunity by their report. They may tell you that your product cannot be practicably vended. They may say that to build the proper kind of a machine for your needs would entail a heavy initial investment in tools and dies. Then, again, they may be quick to assert that you can start at once in the field of automatic distribution at low cost and expect big results quickly. Pore through your other marketing possibilities and you will readily admit that no other plan can match the quantity-pluseconomy method of the automatic sales machine. After necessary minutes or days order your machines. Install in regular outlets for your product, for example, a drug or toilet specialty suggests the need for machines in drug stores, a food item, grocery stores, etc. After making regular installations, proceed to install machines in types of stores that ordinarily would never think of handling your product, for example, cookies in butcher shops, sugar in drug stores, etc. Next, put your sales machines in the scores of practical outlets which are not stores, such as garages, apartment houses, theatres, etc. Appeal to the consumer at the point where his need and desire for your product is most real and active. In making installations anywhere, always secure a most prominent position in the outlet, where your product with machine advertising and display will be seen by most people, delivering an enormous advertising circulation at negligible cost. Follow directions carefully and win a vast new market for your goods. For more merchandising recipes, write Mills Novelty Company, 4100 Fullerton Ave., Chicago. Take your product out of the fire of competition and put it on the preferred table. You'll enjoy this new kind of campaigning, when above things are done.

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Advertising Isn't Going to the Devil

Some Advertising Needs Cleaning Up Badly, but It Isn't Sapping the Public's Confidence in All Advertising

By Ben Dean

Of the Ben Dean Advertising Agency

FOR more than a year many thoughtful leaders in the advertising world have been viewing with alarm the bad boys of advertising. The preposterous testimonial advertisements. The pseudoscience racket. The offensive ilk that brazenly rant about body hygiene details.

Now comes Marsh K. Powers. who in a vigorous and thoughtprovoking article entitled "Can Advertising Offend and Still Be Effective?" in the December 10 PRINTERS' INK, alarms us with the conviction that the effectiveness of all advertising is endangered by the misbehavior of the bad boys.

Somehow I just can't get worked up over these gloomy forebodings. Of course we ought to be ashamed of much of the stuff being printed today. More than once I've been apologetic, and been put on the defensive as an advertising man, when people have called my attention to some of these disgusting advertisements. Of course we should clean house, or Uncle Sam, heaven forbid, will do it for us. But as for the future of advertising being imperiled, as for people coming to ignore or disbelieve all advertising — well, I just can't follow.

Public Isn't Quitting All Doctors

Let's consider a few parallel cases, and see if we can't find a ray of sunshine somewhere. Take the medical profession, for instance. What a lot of quacks and charlatans there are, trafficking in the woes of the human race. They are a constant problem to the ethical members of the profession. there any sign of the public quit-ting all doctors? Have folks lost confidence in physicians and surgeons of high standing? Not at all. Take lawyers, for example. Cer-

But because of these fakers, is

tainly the bar associations have a lot of clean-up work to do. There are plenty of ambulance chasers and obstructionists of justice that should be disbarred. Their tactics are a disgrace to the profession. But is this condition making the public lose confidence in all attorneys? Have you noticed any general tendency among people to do their own legal work?

Is This "Woman of Means" Consistent?

Mr. Powers tells us about "a woman of means whose taste and judgment influence the purchases of a considerable circle of friends." He quotes her as saying: "I must admit that I'm getting to the point where I have lost most of my appetite for the advertising pages -there is so much in them that is unpleasant that they leave a bad taste in my mouth.'

Now let's examine that for a minute. If this lady is consistent. she's all through with books, too. Having seen so many salacious and vulgar volumes being sold during the last few years, she just won't have any confidence in any book. That will also go for magazines. Having been confronted so many times with shoddy publications and the nudist magazines, she's just lost confidence in them all, even The Ladies Home Journal and Good Houskeeping, maybe.

Then, if consistent, she won't do any more buying at the stores either, because there are some dishonest retailers who misrepresent their goods and lie about their service. Yes, indeed, she's developed a very decided distaste for Lord & Taylor and Marshall Field perhaps, because of the deceptive methods of some store keepers.

Absurd, you say. Of course it's absurd, but the very position she must take, if she's consistent. Of course she hasn't lost faith in good stores, good books and good magazines. And whether she'll admit it or not, she's still influenced tremendously by advertising. She can't escape it. She has learned to discriminate, that's all.

Mr. Powers says: "Advertising is today under the heaviest fire of

consumer criticism it has ever borne." Of course it is, and a very good thing, too. But so are banks. I'll say they are! The bankers certainly have some bad boys to deal with. Yet about 98 per cent of the bankers are honest and deserving of public confidence and have it. The great majority of banks are sound and doing business as usual. Despite a lot of talk, most of the American people are still depositing money in the banks as

So are the movies under a heavy fire of consumer criticism. But millions still flock to the movies. So are the churches under a heavy fire of criticism. But people go to church just the same, and find in the churches the comfort and inspiration of old. You could carry this analogy on and on.

Every class of business and profession has its bad boys, has its flagrant evils, and needs its cleaning up.

The thing that seems to be generally overlooked is the fact that people have common sense enough to discriminate, and to profit by experience. After once buying unsatisfactory merchandise from a dishonest retailer, a person steers clear of that store. After having fallen into the clutches of a crooked lawyer, you don't employ him again. And an advertisement which is obviously untrue, or absurd, gets the go-by the same People have sense. Let's not forget that. They know their way about. The trial and error method goes for advertising, too. Experience will teach a man or woman what advertiser to shun, what one to patronize.

Here's a case in point, in the January issue of a leading magazine. Not more than two pages apart are two health advertise-

About Appendicitis

In the presence of unrelieved abdominal pain

1-Give no food, water or medicine 2-Never give laxatives 3-Call your Doctor

Posently a lesser came to us from a mother hands had lost a fine, arterng lossy of twolver from cone approaches. The version, of if had run across just one extels on approaches to fine are the fine are we would not have had this sacriou. An adventument of yours would are campy, many lower Finest give, this your arrivate consideration.

Because her require voices a widespread deale to know what to do when appeadeale stocche swiftly, this assessmente in published.

The Australia from constalicité in the

United States has standily increased during the past ten paren. But it well be reduced and endured rapidly when people here, what to do and particularly what has to do not stard, the in case of an estard.

The symptoms of appendiction way. But

he symptoms of appendicate way. But most always, commond pain and traderus in the abdomm are the first infectious f an acutely inflamed appendix. have use two most important things to member in event of an ampth of acore

Fast:—Never use a lamative to relieve cente abdominal pain. If the pain means appendictin, a leastive, natural of relieving the condition, in bliefy to opened the inflammation, to cause the appendix to burst or to

Servick.—Sincifer your device immediately, in making his diagnosis he may derithe that no hars will come from hings will come from the company of the make a blood test to conflicts his quite part the struck can be relieved without operating. Or he may entire an operation of population in the descript passific that operation in the descript passific that operation in the service of the passification of the operation of the service consistent of the operation of the service to consist in originational of the service to consist in originational of the service to consist in origination of the service consistent or the service consistent o

non in the abdoom are the first indications and another operations have been consistent of an accurity influence appendix.

METROPOLITAN LIFE INSURANCE COMPANY

Do Readers Condemn High Type Advertising Such as This Because of the Questionable Copy of Other Advertisers?

ments. One is for a food product which has been using questionable methods in forcing a health appeal. Now the public is unquestionably fed up on that stuff. Mr. Power's lady of good taste probably doesn't accept this advertisement as 100 per cent authentic. What does she do? She scarcely sees it at all. She's seen a lot of them and she turns the page without an instant's hesitation.

In a page or two she comes to the Metropolitan Life advertisement on appendicitis. Does she read it? Probably. What is her reaction? Favorable, of course. She knows that every one of this company's advertisements has been moderate, restrained, helpful, conPlay ideas stress ordes an au

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The asked effect said: I'm gw

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PRINTING PLAYS SERMONS

ne swallow doesn't make a summer, nor does a single piece of sales printing add up to a campaign.

Play-writers say that the main ideas in a drama should be stressed at least three times in order to get the story over to an audience.

The old colored preacher, asked to explain the unusual effectiveness of his sermons, said: "Firstly, I tells 'em what I'mgwineto tell'em; secondly, I tells 'em, and thirdly, I tells 'em what I done tole 'em."

CHARLES FRANCIS PRESS

461 EIGHTH AVENUE NEW YORK, N. Y. PRINTING CRAFTS BUILDING



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vincing. She reads the sound advice on appendicitis in this advertisement without any thought of doubting its wisdom. Has she carried over her disbelief in the food advertisement to affect the Metropolitan? Not at all. She discriminates, just as she discriminates between stores, and books, and doctors, etc.

Mr. Powers opens with this question: "Can the General Electric Company continue in the future to get the same respectful acceptance of its messages if public confidence in advertising is sapped by the methods of less scrupulous advertisers?" The answer is "Yes," to my way of thinking, though I don't admit the last premise, that confidence is necessarily sapped in all advertis-

ing because of some unscrupulous advertisers.

That doesn't relieve advertising men of correcting these evils, of making a continuous drive against those who disgrace the business. But to any business man thinking of advertising who is inclined to stay out because of the fear that advertising is discredited and no longer believed, we should say emphatically: Forget it. Go ahead and advertise. Tell the truth intelligently. Explain sensibly how your product or service helps peo-Keep within the bounds of reasonableness, make your advertising interesting, and don't worry about the public's disbelief. your product is worth while and your advertising good, the dear old public will come around as usual.

For "Any Animal Except Man"

KANSAS has developed a form of advertising censorship. There is a sort of court which sits in judgment upon advertising of live-stock remedies. A committee of the State Board of Agriculture scrutinizes advertising matter, objects to this phrase, this word and that claim as being "exaggerated" or likely to be misleading, and rules for or against it.

If the proposed advertising does not meet with approval, the board may refuse the certificate of registration which must be had before any live-stock remedy (held to include all condimental foods, medicated stock foods, medicinal stock foods, stock-food tonics, etc., in either solid or liquid form used for any animal except man, and administered internally for their stimulating, invigorating, curative, or other powers) may be offered or exposed for sale.

While someone was asleep at the switch last January, the amended stock foods and remedies law was slipped through with a clause providing that every application for registration must be accompanied by "a copy of such advertising as it is proposed. . . ."

Now, whether it's distemper in

the collie, jitters in the canary, or loss of appetite in the pet goldfish, or what ails what-have-you—"any animal except man"—the old remedy cannot be had unless and until the bureaucrats O.K. the advertising. PRINTERS' INK is told that the number of registrations dropped to eighty under the new law, as against some 270 before.

Truth in advertising is something devoutly to be desired. It is effective, that form of censorship, in getting down to the naked truth—if it has to skin the lady alive. Moreover, there is nothing more discouraging to business initiative than a two-by-four bureau with autocratic powers. All of which should decrease the Kansas output of misleading statements, and make the animal kingdom safe for "any animal except man."

R. S. Foss, Sales Director, McGraw-Hill Book Company

Ralph S. Foss, formerly director of circulation of McGraw-Hill Publications, has been appointed director of sales for the McGraw-Hill Book Company, Inc., and publishing director of the Harvard Business Review. Mr. Foss is a member of the board of directors of the McGraw-Hill Publishing Company, Inc., and the McGraw-Hill Catalog and Directory Company, Inc.

Here's How Times Have Changed in PITTSBURGH

How 5 of Pittsburgh's Great Department Stores Buy Advertising Space

In December, five of the big downtown department stores used 22 per cent more linage in the Sun-Telegraph than in the other evening and Sunday newspaper. These five stores use almost 80 per cent of all department store advertising appearing in Pittsburgh newspapers—the remaining space is shared by another group of five stores.

Of course, the Sun-Telegraph, in December, was again First in Total Department Store Linage, as well as in a number of other important classifications, including General (National), and Automotive.

Based on Figures by Media Records, with no alteration of any kind.

THE SUN-TELEGRAPH

PAUL BLOCK AND ASSOCIATES

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Superficial Coverage won't do the job NATION'S BUSINESS, alone, of all Business Magazines, offers PENETRATION

City by eity—industry by industry, NATION'S BUSINESS is ready to prove with actual subscriber checks, giving individual names and titles, that its PENETRATION of the business market is economical and adequate. In circulation, in reader regard and in low cost, its leadership is unquestioned.

Penetration to Sell the **Business**

Market .

IN MINNEAPOLIS, for instance: Among 50 of the 58 leading business establishments of the city, NATION'S BUSINESS has 191 executive subscribers,

That's 86.2% coverage of firms, and an average of 3.8 officers and directors in each.

That's PENETRATION

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GOES where a dollar IS. Like quitting cigarettes, we know it's hard for space buyers to get away from the 1929 theory or habit of placing agate lines on a nose-counting basis. Yet, in some quarters it still hangs on like a bad cold. In considering media, enough coverage is a desirable asset, but too much is, well . . . too much. In Detroit The Free Press has market coverage to sell, but not too much. It provides circulation to approximately three out of every four homes in the better-buying districts of Detroit where three-fourths of the motor cars are sold; where four-fifths of the retail buying emanates; where two-thirds of all food purchases are made. Free Press circulation GOES WHERE A DOLLAR IS ... in Detroit . . . respects the advertiser's pocketbook and enables him to do business where business is being done. THE

DETROIT FREE PRESS

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What to Tell Stockholders About Last Year's Business

Now, More Than Ever, They Are Entitled to Complete Data and an Honest, Frank Explanation of What Has Been Accomplished

WRITING the 1931 annual report to stockholders won't be a very enjoyable job for many corporation executives. The temptation will be great to offer only the necessary balance sheet and income figures and let the stockholders draw their own conclusions.

But stockholders have been educated in recent years to expect more than bare figures. They want to know about their company's accomplishments, if any; how the rest of the industry has been progressing; how its earnings, assets, surplus, etc., compare with previous years; what the outlook is for the coming year; what new products have been introduced; what has been done for the employees—and similar information.

Will the report writers give as much information as usual? Should present conditions influence the amount and nature of the data

included?

Following are the views of a number of prominent executives who have answered questions put to them by PRINTERS' INK. The opinions of other executives will be presented next week.

JOSEPH WILSHIRE

President

STANDARD BRANDS INCORPORATED

1. Do you think that the 1931 report should be more detailed than usual because of general business conditions?

I cannot see how more detailed information would explain what is known about the effect of the general depression on specific businesses.

 Should an increase in number of stockholders have a bearing on the amount and nature of the information included? No, I feel that the same information should be given a small number of stockholders as would be given a large number of stockholders.

3. Should executives attempt to explain or apologize for decreased profits?

I do not feel that an explanation or an apology for decreased profits, if any, should be made, unless there is a cause other than a general business depression.

4. Should future plans be revealed?

I doubt the wisdom of this unless it involves a revision of the financial structure of the company.

5. Should the advertising appropriation be justified?

The advertising appropriation is a matter which, after all, is understood only by the management and comes under the exclusive jurisdiction of the management, and should be explained by the management to the board of directors and approved by that board on the recommendation of the management.

In conclusion I may say that it is my feeling that if the statistics in the annual report are intelligently compiled they will give the stockholders the best picture and the most accurate information they can have.

We formerly included a description of our products and general policies in our annual report but found that this had but a scant reading. Stockholders are inter-

ested in statistics only.

C. B. VAN DUSEN

President & General Manager
S. S. Kresge Company

When everybody was flying high, wide and handsome, annual

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reports were issued with the expectation that the figures would speak for themselves and that stockholders had a degree of confidence in the management which tended to make them perfectly satisfied.

It seems to me it would be darned poor policy for the management of the Kresge Company at least, to think that its stockholders had less confidence in the management now than they had two, three, five or ten years ago, so unless we find some very good reason for doing otherwise, our annual report will be issued in the same form as it has been since our incorporation.

A. G. DREFS Vice-President & Treasurer McQUAY-NORRIS MFG. COMPANY

Our own opinion of what constitutes a satisfactory report to stockholders is best exemplified by the type of report that we have heretofore rendered and which we expect to render in the future.

The average stockholder is not an expert accountant, consequently the company's report should be sufficiently detailed, with explanatory notes, to permit each stock-holder to have a fairly comprehensive idea of the operations for the year and the status of the company at the end of the year, with emphasis in explanatory notes on the important changes that have occurred.

It is my opinion that 1931 reports should be more comprehensive than past reports, particularly if a downward revision in dividends has been made.

P. D. SAYLOR President CANADA DRY GINGER ALE, INC.

Our annual report for the year which closed in September will be about as complete as it was for the previous year. It is possible we will not have quite as many charts but otherwise we shall try to give our shareholders all the information we possibly can.

I will try to answer your ques-

tions in order:

1. The 1931 report we feel

should be as complete as possible. 2. I do not see why an increase in the number of shareholders should influence the character of a report. We have always sent a complete report-even when our shareholders were many less in number.

3. We do not believe executives should apologize for decreased profits. We believe a proper explanation should be given.

4. It depends upon the character of the future plans as to whether or not they should be revealed. think this is something which each company would have to decide for itself.

5. I see no reason why proper management should ever called upon to justify an advertising appropriation to shareholders, providing it is a proper one and in line with past appropriations.

I am strongly in favor of all companies giving shareholders more information. It is astoundshareholders ing the meager reports that are sent shareholders by many large companies. It is impossible for a shareholder to tell the real condition of many of the companies in which he is interested. when most large companies have a great number of shareholders, and the control of the company actually lies in shareholders not directly connected with the company, it seems to me that shareholders should make some effort to force the directors of a company to give them complete and satisfactory information. I really believe there is going to be more effort made to do this in the future than there ever has been in the past.

ROB ROY MACLEOD Manager, Public Relations Dept. BUFFALO NIAGARA AND EASTERN POWER CORPORATION

1. It does not seem that an annual report to stockholders need be any more detailed than usual because of general business conditions. Stockholders are entitled to full information in regard to the activities of the enterprise in which they have invested, and a full report should be given every year. When a full report is given

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it cannot be amplified without this fact becoming obvious and the report being considered padded.

2. I cannot understand why an increase in the number of stockholders should have any bearing upon the nature of information included, although I think it should be kept in mind that stockholders in a large company are constantly changing and that certain information given out in previous years should be recapitulated for the benefit of new stockholders who are unfamiliar with the extent of the company's operation, its plants, equipment, etc.

3. It seems to me that it is generally recognized that 1931 was not a year of rising earnings for most corporations. This fact may well be pointed out as a general condition, but I think it is unnecessary to explain decreasing earnings of any particular com-

nany

4. We have said before that stockholders are entitled to full information. If future plans have reached such a state that they are definite and tangible and can be made public without harming the stockholders' interest, the annual report is certainly a good place to explain these plans to stockholders, particularly because stockholders may be able to help in the furtherance of the plans.

5. It is a generally accepted fact that advertising is an important activity in the promotion of any business. The annual report, it seems to me, is a fitting place to review and explain all the company's activities which are designed to develop its market. However, I do not feel that the annual report is the place to justify an advertising appropriation. That appropriation should have been justified before it was embarked upon.

George M. Verity Chairman

THE AMERICAN ROLLING MILL CO.

First—In our opinion annual reports should always be just as comprehensive and informative as possible, irrespective of the times. Answer to your first question practically answers the second. We cannot see that the number of stockholders that a corporation has should make any difference in the character of the report. It should be as complete as possible.

Third—The present world-wide situation is now so thoroughly understood that there would seem to be no need for apologies, just "facts," including what has been done to meet readjustment needs and to prepare for the future. Stockholders are interested in knowing whether a corporation has made permanent gains in a reduction of its costs and an increase in its efficiency, because of readjustment experiences.

Fourth—Future plans should always be revealed just as far as possible and advisable. We cannot see that the times have any bearing on that question.

Fifth—Advertising as a factor in modern corporate management is now so well established that it should need no justification. It, like other factors of overhead, must be handled in a manner consistent with the times and with the current need.

S. R. Coons, Vice-President, L. & T. and L.

S. R. Coons, of the New York office of Lord & Thomas and Logan, was elected a vice-president of the company at a meeting of the board of directors last week.

last week.

Officers who were re-elected are: Albert D, Lasker, chairman of the board;
Ralph V. Sollitt, president and treasurer; A. E. Aveyard, vice-president and secretary; William R. Sachse, assistant secretary.

sistant secretary; William R. Sacnse, assistant secretary.
Albert W. Scherer, Chicago; William Findlay, Toronto; Don Francisco, Los Angeles; Frank H. Fayant, New York, and Albert Ross, New York, were reelected vice-presidents.

Tanlac to Procter & Collier International Proprietaries, Inc., Dayton, Obio, maker of Tanlac, has appointed The Procter & Collier Company, Cincinnati advertising agency, to direct its advertising account. Newspapers and magazines will be used.

Has Caille Motor Account

The Caille Motor Company, Detroit, manufacturer of outboard motors, has appointed Harold Aarons, Inc., advertising agency of that city, to direct its advertising account.

Jan

What Printers Should Spend for Advertising

THE CONSOLIDATED PRINTING & STATIONERY CO. SALINA, KANS.

SALINA, KANS.

Editor of PRINTERS' INK:

In a letter on page 20 of your December 17 issue Mr. Snead asked the average percentage of net sales appropriated by advertising agencies for their own advertising.

What percentage of total gross sales do printers appropriate for advertising? I will appreciate any information you can give me on that subject.

Advertising Service Manager.

Advertising Service Manager.

PES, Mr. Hedrick, some figures Y are available which show what percentage of total gross sales printers apppropriate for advertis-

These figures are furnished by the United Typothetae of America at Washington. John J. Deviny, secretary, tells Printers' Ink:

"Our ratios for printing management for 1930 give the ratio of advertising expenses to total sales at .97 per cent. This is based upon 465 reports from members, divided into eight classes in which the total sales range from less than \$15,000 to \$750,000 and over.

"The average percentage of advertising appropriations to sales in the several classes is as follows:

									Per Cen
Less tha	n \$1	5,000					a		35
\$15,000	to \$3	5,000			0				
\$35,000	to \$7	5,000			۰	0	۰		. 1.15
\$75,000	to \$1	50,000)				٠		
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\$300,000	to \$5	00,000)			0		0	
\$500,000	0 \$7	50,000	7				0	0	
\$750,000	and o	over		 0	۰			۰	43

"A composite of ninety-eight plants having a profit of 8 per cent or more shows the percentage of advertising to sales to be .81 per cent.

As in every other industry, percentage figures of this description should not be taken too seriously. They may be used for comparative purposes, but printers should not adopt any of the average percentage figures for their own use.

Each printer has a specific job to accomplish with advertising. The first consideration, therefore, is the

task and not the percentage of gross sales that should be spent for advertising. If the percentage is considered first, the cart is placed before the horse.

Then, of course, there are different classes of printers. There is the printer with an organization made up of brains and machinery and the printer working on a close margin who operates on a purely mechanical basis. The former has something more to sell than printing. He offers brains-brains that will create the idea behind the printed piece. This printer naturally has a bigger job to do, has more to talk about in his advertising. Percentage figures will be of little help to him. The advertising cannot be patterned after a formula; neither can the appropriation be set in that way. Here again it is a matter of brains, not a formula. —[Ed. Printers' Ink.

Thomas Potter, President. Elgin Watch

Thomas Potter, formerly vice-president of the Quaker Oats Company, was elected president of the Elgin National Watch Company, Chicago, last week. He succeeds DeForest Hulbard who retired a month ago but who continues to serve as a director of the company. Mr. Potter, after eleven years in Quaker Oats' plants in Germany and Canada, joined the executive staff in 1918, supervising costs of manufactur-ing and distribution. He became vice-president in charge of purchases three

C. W. Churchill, Vice-President, Buick Motor Car

C. W. Churchill, general sales manager of the Buick Motor Car Company, Flint, Mich., has been promoted to the position of vice-president of that company. George H. Wallace, assistant sales manager, has been made general sales manager. Mr. Churchill has been with Buick for eleven years and has been general sales manager since 1926. Mr. Wallace joined Buick in 1929 after six years with the Chevrolet Motor Car Company. Company.

Walter Baker with Hotel Group

Walter Baker has been appointed director of advertising and promotion of the Reliance Property Management, Inc., operator of a group of hotels in the East. Mr. Baker, who was for may years vice-president of the Hotel Ambassador, New York, will make his headquarters at that city.

VIA AIRWAYS...

Phoenix, Arizona, is air-minded! So ideal are flying conditions that air schools offer free instruction on days when there is no sunshine.

Four air-hours away from the coast's largest metropolis Phoenix enjoys regular daily passenger and air mail schedules—bringing innovations quickly to the people of this inland empire, a potential market of moderns alert to the vogue and habits of TODAY!



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At times a man becomes terminal minded . . .

Evidently we're in one of those times, for today the adman wants to know precisely where his advertising is going to light. He'll tell you that profitable markets are not everywhere—that they're in definite locations that business seems concentrated in the few which have the need and the wherewithal to buy.

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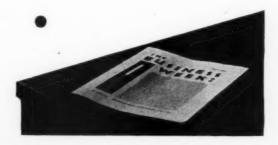
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If such premise is right, it would appear the better part of wisdom, as a *preliminary* to media selection, first to determine the markets to be reached—then the size of those markets—and finally the calibre of the men who are guarding the wallets.

With such terminals for advertising reception once established, profitable advertising is simply a matter of going there—directly, exclusively, economically.



Sears Bids for Farm Trade with New Tractor

Retail Stores in Chicago Zone Offering First Unit in Power Farming Field—Tractor to Be Listed in But Not Sold Through Catalog

FOR years Sears, Roebuck & Company have sold horse-drawn farm equipment and implements through their mail-order catalogs. Much of this equipment was made by the Sears-owned Bradley Manufacturing Company which is 100 years old this year. Now after two years of experiment Sears is ready to enter the field of power-farming merchandise with a general purpose farm tractor.

Twenty-five Sears, Roebuck retail stores, all located in farming centers within a night's ride of Chicago, are now ready to demonstrate and sell the new Bradley tractor. By the end of 1932 it is expected that at least seventy-five of the company's retail stores will be actively merchandising it to farmers. The tractor now being displayed sells for less than \$700.

About a year ago some twenty of the company's retail stores in Indiana, Illinois and Wisconsin began to sound out their customers on the subject of tractors. Questions relating to servicing, terms and a force of salesmen that could do the job properly had to be threshed out. Apparently these matters no longer constitute an important obstacle, for the Sears management is ready to go ahead convinced that it has a piece of power equipment that will find a ready and profitable market.

Will Not Try to Sell Tractor by Mail

The tractor will be listed in the new catalog that appears within a few weeks, but no effort will be made to sell it by mail. The outstanding advantage offered to the customer in buying by mail is, of course, a saving in the purchase price. So long as he can buy in a retail store, where he can inspect the merchandise, at just as low a price as by mail, his natural tendency is to buy in the store. In the smaller stores, where the new tractor may not be on display, Sears

salesmen will endeavor to have prospective buyers make a trip to one of the larger stores. For the most part the plan is to sell tractors in the Sears B stores, although in a few cases, like Indianapolis, Des Moines and Minneapolis, the company's A stores will handle this new item.

Because of its name the tractor is almost certain to be associated with the Bradley Manufacturing Company and that company's implements. Nevertheless it is being produced by the Bradley Tractor Company of Benton Harbor, Mich., and Chicago, which E. E. Hough, president, tells PRINTERS' INK is an independent unit not owned or controlled by Sears, Roebuck.

Sears Not Interested in Manufacturing

There is a rumor current that Sears has long wanted to enter the field as a merchandiser of power farming equipment and that if the tractor is marketed successfully it will be followed by corn pickers and combines. However, it can be said authoritatively that Sears has no interest in getting into the manufacturing business. If power farming equipment that fills the Sears specifications can be had for resale purposes, such a move would seem highly logical. A huge distributing system such as this company has built up always needs new lines of merchandise. more completely it can satisfy a customer's needs the smaller the likelihood of losing sales to competitors.

Philadelphia Real Estate Board to Censor Advertising

The Philadelphia Real Estate Board has appointed a committee on misleading advertising to make "a vigorous effort to prevent the publication of any advertisements relative to real estate that would be misleading and have the effect of questionable service to the public at large." The committee was appointed by Glyndon Priestman, president of the board.

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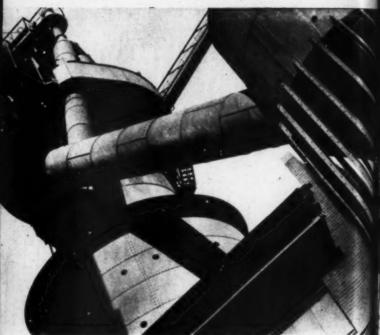


DERN PHOTOGRAPHY IN ADVERTISING

12 • • MARGARET BOURKE-WHIT

Margaret Bourke-White is preeminently the photographer modern industry. Her camera has captured unsuspected auty in whirring wheels, in massive skyscrapers, in the white t glare of blast furnaces and in the symbolic dominance of I smokestacks against the sky. Although one of our young-t camera artists, she has already won a secure place in the out rank of the moderns.

The impressive view of the Empire State Building on the



Reproduced by courtesy of Ford Motor Co. Agency: N. W. Ayer & Son, I

receding page illustrated a striking advertisement for the acuum Oil Co., placed by the Blackman Co. The picture on his page, an unusual angle view of the top of a blast furnace hit in the Ford factory, was awarded a medal by the Art irectors' Club as the best advertising photograph of 1930.

I. W. Ayer & Son, Inc., used it in an effective advertisement of their agency.

Perhaps you remember seeing the arresting view on the

PER

Courtesy of



BASE OF THE JOB"



Reproduced by courtesy of Highee Dept. Store, Cleveland,

right when it appeared in "Fortune." It illustrated an advertisement of the First National Bank of Boston, placed by Batten, Barton, Durstine & Osborne.

• All the feeling and artistry of the original photographs are retained when printed in gravure. International Paper Company makes its gravure papers to suit every requirement of gravure printing. Tell your story in Rotogravure — but remember that "Paper is the Base of the Job."

INTERNATIONAL PAPER COMPANY
220 EAST 42nd STREET, NEW YORK CITY



As t out th housew Bigelov is emb in its ing in Desc ing fact. tising "Only terview one or 4 or 5 that W brand of the the nar or m floor c why v rug ad ill-conc sumer some r shows the wo for wh else s quaint own fo -most We in change we are making good r The change

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A Campaign That Was Built Around a Label

How Bigelow-Sanford Is Making Its Product Advertisable

By Eldridge Peterson

As the result of a survey made in twenty-one cities throughout the country in which 2,130 housewives were interviewed, the Bigelow-Sanford Carpet Co., Inc., is embarking on a new approach in its merchandising and advertis-

ing in 1932.

Describing some of the outstanding facts revealed in this survey, J. H. Winter, in charge of advertising for the company, says: "Only one-third of the women interviewed could name the make of one or more of their rugs, and 4 or 5 per cent of them thought that Wilton and Axminster are brand names. Only 43 per cent of the women interviewed knew the name of any brand

or manufacturer floor coverings. That's why we feel that all rug advertising today is ill-conceived. The consumer just asks to see some rugs. Our survey shows that she takes the word of the retailer for what she buys or else she uses some quaint methods of her own for judging value -most of them wrong. We intend to try to change this so far as we are concerned by making it easier to buy good rugs."

The most radical change which this survey will bring about will be a change in copy appeal in Bigelow advertising. Closing the circuit between this copy appeal and the merchandise itself will be the adoption of a distinctive identification label which will be displayed in all of the ad-

vertising as well as on the merchandise.

Inasmuch as this label is to play such an important part in making its products advertisable, it is interesting to note the care with which the Bigelow organization went about choosing the new label both from its physical and artistic aspects. Almost every conceivable kind of identification tag was tested at the mill. Porters turned over a pile of rugs identified in every possible way more than 2,000 times. Certain tagging methods stood up well and the best of these, for which a patent has been applied, was adopted. The tag thus chosen is attached to the apron of



The Gloved Hand Lends the Eye to the New Bigelow-Sanford Label

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the rug and passes in a loop over the fringe and is attached again on the underside of the apron hem. After the customer has purchased a rug a thread is pulled so that the extending part of the label may be removed while the identifying label which identifies the quality and pattern on the under side of the carpet still remains.

Just as important as the physical design of the label was its artistic design. The former Bigelow trade-mark, showing a figure before a not-too-distinguishable loom. has been scrapped in favor of a new design made according to these five preconceived specifica-tions: (1) The label had to be designed so that it could be reproduced in black and white; (2) it could not be in tone so that, if desired, the design could be woven into the rug itself; (3) it had to be symbolic of the industry; (4) it should be possible to lift it out of its setting and be reproduced in various ways, and (5) it should be simple and dignified.

The answer to these specifications was a royal blue and gold satin tag bearing the new registered trade-mark, the sign of the weavers' knot. Both the design and the colors make the mark quite visible from a distance.

"I should like to stress the importance of care in selecting a new label," Mr. Winter said in pointing out the various steps by which this new label was adopted. "After all, a label once designed is going to be with you for a good many years and it is important that it be designed to fill all the uses you will find for it in the course of these years."

New Name Will Be Featured

Another change is the adoption of a new name, "The Bigelow Weavers," as a signature under which the company's merchandise will be offered. This does not mean that the company name of the Bigelow-Sanford Carpet Co., Inc., is to be changed. The survey brought out the desirability of having a short and easily remembered name. The name that the advertising will try to get over is "Bige-

low," while the phrase, "The Bigelow Weavers," the company feels, will also convey the idea of the craftsmanship and the many years of rug making behind the name. Another factor entering into the decision to adopt this signature is that the Bigelow company is not in a position to advertise only one line, for in the rug business style and other changes make it impossible to know how long a line will last.

A Springboard for the Advertising

But doing this label job carefully was only a first step. Under its new plan the company was now ready to advertise, because the label had made the Bigelow merchandise advertisable. As one of the agency men working on the account described it: "The label is only the springboard from which the advertising starts."

"This advertising we intend to be permanent and we are going to stick it out along the line our new plan has laid down," said Mr. Winter. "Our first advertisement is stressing the label which makes our product identifiable to the consumer. But of course we have to sell something besides our name. We passed over the quality of style as a major copy theme (because we feel that all rugs these days have to be attractively styled and the style idea can be expressed in illustration) in favor of other points which we believe our product has an outstanding bid for sales. We have been using the sentence, 'We use more resilient wool' as one of our major talking points. The word 'resilient,' however, is foreign to the vocabulary of the average woman. We believe we have hit upon a happy synonym which translates the idea we wish to convey in terms a woman will readily understand in the expression 'Lively Wool.' This expression will be used throughout the new advertising and will be illustrated by little whimsical drawings of sheep.

"As the result of our use of 'Lively. Wool' we shall keep stressing three of the qualities that this type of wool has—namely, that it

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(Reading time: 1 minute 13/5 seconds)

He's a former New York traffic cop, too, but the sight of so many Rolls-Royces at Wilshire and Western -the world's busiest corner-got him jittering and I hit him right between the beauty parlor and the filling station. You see, he's just come out here from the East, where so many bright people come from-in fact, the brighter they are, the quicker they come. And they're kept busy dodging the 800,000 cars that are speeding around the Los Angeles Metropolitan District-more than 3 per cent of all the automobiles in the U.S. In fact, we have a car for every two and one-half persons. while the national average is one for about four and one-half persons. So that with 3,200,000 tires rolling up mileage here every day, Los Angeles is one of the greatest motor and tire markets in the country. And naturally The Examiner, with the largest morning and Sunday circulation in the West-more than 200,000 daily and in excess of 450,000 Sunday-carries far more automotive and tire advertising than any other Los Angeles newspaper. In fact, few newspapers in the United States carry as much. There are a lot of mighty important facts about Los Angeles that you can worm out of any Examiner representative and maybe you can get him to show you an Examiner 1932 market survey.

W. W. Cher YORK W. Chew Organization 572 Madison ave.

8AN FRANCISCO 8. P. LaDue 625 Hearst Bldg.

CHICAGO W. Chew Organization 612 Hearst Bldg.

DETROIT A. R. Bartlett 3-129 General Motors Bldg.



LOS ANGELES EXAMINE



Put Your Message Before the Moderns

use of stresshat this that it

draw-

springs back underfoot, it keeps its beauty longer, and it is much easier to clean-until we make sure women will know these phrases by This type of advertising will appear in six women's magazines with the schedule staggered so that each magazine will print full pages in color six times a year with concentration in the months of greatest consumer buying activity,

April and October.

Any new advertising or merchandising plan offers a welcome opportunity to stimulate salesmen." said Mr. Winter in following through on how this advertising is helping salesmen and dealers. "We have prepared a portfolio and are handling its presentation in what I believe to be an interesting manner. First of all, the portfolio has been made with a minimum of wordage. In fact, we have shown our salesmen and distributors' salesmen how they can go over it with a dealer in a brief fifteen minutes. The story of our new label, our advertising, our dealer helps, our home furnishings service, etc., has been spotlighted and profusely illustrated so that the dealer can get the story at a glance. This portfolio is not being mailed to dealers but our salesmen are being made to use it to sell our advertising and merchandising plan as well as rugs, by being instructed to tell the dealer our story by going over the portfolio with him before getting down to the business of writing orders.

Giving Dealers What They Want

"It might be interesting to add that our dealer signs, display cards and other helps have also been designed on the results of a research we conducted into the type of thing dealers wanted, and not in accordance with what we think they should have. This research has taught us, for example, to make our easel card of a size big enough to get attention but not so big that it steals valuable window space. The importance of finding out what dealers want, I think, is again emphasized in the results we found in investigating the type of mats our

dealers would want for local newspaper advertising. If you will compare this year's collection of cuts and mats with those we made last year, you will find them much smaller in size. We found that the mats we were offering were too large for the average dealer's

advertising desires."

Rounding out the story of how dealers are being helped, Mr. Winter described seven informative envelope enclosures-each one written by a well-known decorator telling how color schemes may be developed from rugs for various furniture periods. This is about the only place in the Bigelow advertising where furniture is brought into the picture. Bigelow plans to get away from the current conception of rug advertising which emphasizes furniture instead of rugs. The rug will be paramount in its advertising illustrations.

In addition to the mass media being used by Bigelow to reach the consumer, space is being used in twelve business papers. This represents a decrease in the number of business papers and yet an increase in the amount of the appropriation for this purpose. The business papers on the list were selected as a result of 1,000 letters mailed

to the trade.

"Every step that has been taken," concluded Mr. Winter, "in our new activities, comes as a result of plan-ning and investigation—and these two attributes we believe should supply a successful keynote for 1932."

Southern Newspaper Group to Meet

The mid-winter board meeting of the Southern Newspaper Publishers' Association will be held at the Biltmore Hotel, Atlanta, January 24 and 25. The board consists of three officers and four-teen directors, one from each State in the association's territory. The time and place for the group's 1932 convention will be decided upon at this meeting.

Insurance Account to Des Moines Agency

The Inter-State Business Men's Accident Insurance Company, Des Moines, Iowa, accident and health insurance, has placed its advertising placed its advertising account with Cole's Inc., advertising agency of that city. Business papers, newspapers and direct mail will be used.

things
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in San
Francisco
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Examiner
gets back
of them ---

The enormous influence of this newspaper in the affairs of its community naturally imparts some thing to its advertising columns—

But that is one of those "intangibles" known to be present, difficult to describe.

what do you want done?

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1931 "SUCCESS STORIES"

OIL-O-MATIC goes ahead in Philadelphia*

* Back of Oil-O-Matic's sales increase is an amazing story. Every manufacturer selling in this market should hear it before another advertising dollar is spent in Philadelphia.

CURTIS-MARTIN NEWSPAPERS, INC.



RIES" IN THE PHILADELPHIA MARKET . .



DURING the first eleven months of 1931, Williams Oil-O-Matic sold twice as many oil burners in Philadelphia as in the year 1930.

During the first eleven months of 1931, Williams Oil-O-Matic used 60.6% of all its Philadelphia advertising in the Curtis-Martin Newspapers.

NDEPENDENCE SQUARE, PHILADELPHIA

the Philadelphia Inquirer

MORNING

SUNDAY

1,300 Sales Outlets like Wadena, Minnesota



A Million-Dollar-A-Day Market —easy to reach!

FARM business is the best—for merchants in the Northwest's 1,300 small town trading centers. Over a million and a half farm people give these merchants 65 to 85 per cent of their total business volume.

These 1,300 sales outlets are easy for you to reach. Your wholesale distribution supplies them with the goods that farm people want, but has your product farm trade acceptance?

Start your goods moving through these outlets. You can reach 270,000 farm families with your advertising in THE FARMER—which has a larger circulation than any publication of any kind in the territory.



New York—Midwest Farm Paper Unit, Inc., 250 Park Avenue Chicago—Midwest Farm Paper Unit, Inc., Daily News Building

Member Standard



Farm Paper Association

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Salesmen's Expense Account Forms

SAPOLIN COMPANY, INC. NEW YORK

Editor of PRINTERS' INK:

Editor of PRINTERS' INK:

Will you please let me know if you have anything on expense account forms.

We are contemplating making some changes and it seems to me that some time back you had a series of articles on this matter. We have quite a few of the PRINTERS' INKS here and all it will be necessary to do is to give us the issues.

JOHN M. LYNCH, Sales Manager.

O any sales manager who is inlerested in salesmen's expense account forms we recommend a reading of the article, "Handling the Salesmen's Expense Account. This was published on page 42 of the July, 1931, issue of PRINTERS' INK MONTHLY.

In that article will be found a description of the various methods of controlling salesmen's expenses. Three specific forms are also reproduced.

This is but one of many articles that have appeared in the PRINT-ERS' INK Publications on this sub-A complete list giving titles and dates of issues, may be obtained by writing for it.—[Ed. PRINTERS' INK.

Starts Promotion Service

Miss Dorothy B. Kurgans, formerly with the promotion and research departments of Liberty in Chicago and Detroit, has established her own business in Chicago. It is called The Portfolio Place, Miss Kurgans will specialize in preparing promotion material for publications, sales presentations and portfolios for sales organizations.

Advanced by Studebaker

George D. Keller has been appointed sales manager of The Studebaker Sales Corporation of America, succeeding James M. Cleary, who has been made president of The S. P. A. Truck Corporation, South Bend, Ind. Mr. Keller has been with the Studebaker organization size of the sales o tion since 1914.

New Business at Oakland, Calif.

McCafferey & Sweet is the name of a new advertising business formed at Oakland, Calif., with offices at 319 Fourteenth Street. Partners in the new business are Lou Sweet and Edwin M. McCafferey.

Keystone Acquires Underwood & Underwood News Service

The Keystone View Company, New York, has acquired the news photo-graphic business of Underwood & Under-wood, Inc., including all rights to the pictures, prints and negatives of its news service. The new combine, it is planned, will be known as the Key-stone-Underwood Photo News Company

stone-Underwood Photo News Company and will have its headquarters at the present offices of the Keystone company, at 219 East 44th Street, New York.

H. W. Sierichs will be president of the new company and H. Wallace Smith will be associated in an executive capacity. E. P. Van Loon will be secretarytreasurer.

E. A. Walker Joins Woodrow

E. Allen Walker, formerly vice-president and sales representative of The Stillson Press, Inc., New York, and, more recently, with its successor, the Rogers, Kellogg, Stillson Company, has joined the sales staff of The Woodrow Press, Inc., also of New York, as vice-president. He was at one time, for nine years, business manager of The Meredith Publishing Company, Des Moines, Inowa. Iowa.

Cosmetic Help

THEODORE SAMUEL HOLBROOK Merchandising Counsel NEW YORK

Editor of PRINTERS' INK: Permit me to thank you for your very helpful and explicit information on the cosmetic situation. As we have Printers' INK for years back, the listing you supplied will prove of the most practical value.

THEODORE SAMUEL HOLBROOK.

Two Accounts for Aitkin-Kynett

The Fleming Manufacturing Company, Inc., Worcester, Mass., and the Solarine Company, Baltimore, have appointed The Aitkin-Kynett Company, Philadel-phia advertising agency, to direct their advertising accounts.

"The Arkansas Farmer" Appoints Katz Agency

The Arkansas Farmer, Little Rock, Ark., has appointed the E. Katz Special Advertising Agency, publishers' repre-sentative, as its national advertising representative.

C. A. Jones with Kraff Agency

C. Albin Jones, who has been conducting an advertising bureau of his own, has joined the Kraff Advertising Agency, Minneapolis. He was formerly secretary of the Posten Publishing Company and advertising manager of the Svenska Amerikanska Posten.

Cigarette Making Is Now Home Work

Depression, State Taxes, Tailor-Made Cigarettes Are Worrying Manufacturers of Leading Brands

DURING the first eleven months of 1931 sales on cigarettes in the United States dropped a little more than 4 per cent-not a very high percentage but a lot of cigarettes. Experienced tobacco men as they study these figures notice something disturbing. For the first six months of 1931 more cigarettes were sold than during the corresponding period during 1930. It was during the five months, July through November, that sales dropped nearly 10 per cent.

There are various explanations for these figures but they all come back to the familiar word, "De-pression." In many fields small unit items haven't suffered as badly as might have been expected, and yet even among the nickel, dime and 15-cent sellers funny things have happened. For instance, the cough drop business boomed along beautifully during the time when many another business was catching it heavily. Then, suddenly, almost inexplicably, sales took a sharp drop. Perhaps it is of some significance that this drop occurred a few months after cigarettes began to decline so sharply.

Can't Control Consumer's Pocketbook

Certain tobacco companies are taking steps to find out causes and to make corrections. The chief cause that they can't control is, of course, the state of the consumer's pocketbook. If a smoker decides to give up smoking in order to have enough to eat there is nothing particular that cigarette manufacturers can do about it.

A second possible cause is the undoubted increase in that carefree process known as "rolling your own." Investigation shows that many more people are rolling their own than did in the gay days of 1929. A tailor-made makes a pretty good smoke and for a nickel a smoker with clever fingers can

manufacture a lot of cigarettes quickly.

The makers of Bull Durham tobacco have spent quite a bit of advertising money telling this story and one of the things that influenced them to launch on their latest campaign was, it is reported, their belief that during depression times "rolling your own" would become a popular indoor and outdoor sport with smokers.

Making It Easy to Roll Your Own

Several of the manufacturers of established brands of cigarettes are bringing out machines to enable the consumer to roll his own even though his fingers may be clumsy. Typical of these is the cigarette maker offered by The Axton-Fisher Tobacco Company, Inc. simple to operate and is sold in combination with the company's Himyar tobacco, specially prepared for cigarette-making, and a cigarette case to carry the smokes after they have been prepared. combination is sold for \$1 and the machine is supposed to last in-definitely. With the machine a smoker can make fifty good cigarettes for 20 cents.

Modern rolling your own is home-work, the consumer rolling in an evening his day's supply for the next day. Of course, Bull Durham, Prince Albert (which recently has been emphasized over the radio as a "roll your own" tobacco) and other well known brands of smoking tobacco can still be rolled any time and anywhere by anyone with clever fingers. The Himyar machine, another machine offered by Brown & Williamson, makers of Target tobacco as well as Raleigh cigarettes, and a dozen other gadgets now on the market, many of them not sponsored by tobacco companies, are strictly a home-work proposition since they cannot be carried comfortably in

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Axton-Fisher Is Offering a Combination Package for \$1 That Contains All the Necessary Items for Rolling Your Own Including a Special Machine

the pocket. Also the Himyar and other tobaccos sold with machines are especially made for cigarettes.

State taxes are undoubtedly having a big influence on cutting down sales. In one State the tax is 5 cents per package and in others it runs as high as 20 per cent of the retail price. In spite of the considerable amount of cigarette bootlegging going on in these States the price plus tax is so high as to discourage frugal smokers from buying their cigarettes ready-made.

That all of the people who give up ready-mades turn to tailor-mades is doubtful. In Canada, where the tax has been a serious factor for some time, sales of regular tobacco have increased as cigarette taxes became onerous but there is no indication that the increase has been anywhere near enough to take care of the total decrease in the consumption of ready-made cigarettes.

From Canada also comes encouraging news for the maker of ready-mades. For at least one period Canada went through a depression condition with a corresponding increase in "rolling your own," but tobacco men report that when business got better smokers quickly went back to their former habits of buying ready-mades. A number of tobacco manufacturers have fought shy of offering a cigarette-making machine. They have felt that they were really putting themselves into competition with their own brands. Other companies reason that if "rolling your own" is going to be competition anyway, they might as well set their share of the business.

get their share of the business.

So far none of the large cigarette companies has done anything definite in a national way to meet the situation with advertising. Seemingly they feel that by keeping up their advertising pressure along familiar themes they will get their share of the total business and that their advertising as now written is just as competitive toward tailor-made cigarettes as any advertising would be that didn't devote itself entirely to the tailor-made habit—and this latter might not be good policy.

There is every indication that this winter will see more States go to cigarette taxes. One tobacco company executive recently admitted that he feared that the State cigarette tax would follow the developments of the State gasoline tax and would eventually be nationwide. For the present the tobacco companies are watching conditions closely.

Advertising Solves a Quality Crisis in Sausage

This Co-operative Newspaper Campaign Sold the Producer, as Well as the Consumer

THERE was something of a sausage crisis in Chicago last spring. Not exactly a precarious emergency, but a situation that could well afford a little constructive attention. So there came to be a co-operative advertising campaign which began in the summer and lasted into early winter.

Quality Was Being Sacrificed by Some

The situation was a matter of quality. There are over fifty producers of sausage in the Chicago area and sausage selling and producing had come to be carried on mainly on a price basis. Quality accordingly suffered somewhat, although the sausage was perfectly pure and palatable. Perhaps a little too much cereal was put in some sausage and what with one thing and another flavor and goodness were in some cases not of the high rank calculated to hold the allegiance of sausage adherents, much less to win new converts to the ranks of sausage eaters.

Sausage interests, it was felt in other words, would be much better served if sausage were sold on its flavory merits rather than on a price basis. A second and equally important, although perhaps a little less unusual, objective of this campaign was to stimulate consumer demand for sausage of all kinds. The price of pork was pretty low at the time and pork usually produces more satisfactory revenue for all concerned in the meat business if sold in the form of sau-

The advertising campaign was a modest one, consisting of ten two-column by nine-inch newspaper advertisements over a twenty-week period, but it did very nicely by the two objectives set for it. Sixty sausage producers, packers, casing manufacturers and supply houses participated in the campaign.

In the first place the advertising

definitely did serve to place sausage quality on a higher standard, according to J. H. Moninger, secretary of the Meat Council of Chicago, under the sponsorship of which the campaign ran. The price element which had been for the most part the main factor in sausage producing and selling was appreciably subordinated.

Likewise the campaign exerted a stimulating effect on sausage sales. A number of the participating producers reported increases in their sales for the period. While no figures on the sausage business as a whole for the Chicago area are available, it is at least certain, according to Mr. Moninger, that volume was maintained to a better extent in Chicago than in any other city, sausage sales, like those of most other products, having declined generally in that period.

Eight Different Kinds of Sausage Featured

One advertisement in the campaign was devoted to each of eight different kinds of sausage, the well known frankfurter being the subject of the remaining two. The copy in each case was simple and featured flavor, together with the slogan "Save and Satisfy with Sausage." A prize contest for best recipes incorporating the kind of sausage being advertised was also featured in connection with each of the advertisements. Prizes of \$25, \$15 and \$10 were offered and over 10,000 housewives responded with recipes.

In addition to these elements of each advertisement, a recipe was included.

Interest among retail meat dealers proved high and tie-up material in the form of window streamers and signs was provided. A mass meeting for dealers was held to acquaint the dealers with the advertising plan. Over 3,000 dealers attended.

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First!

As Usual

Lineage Exceeds That of Every Other

Pacific Coast Newspaper

First in Total Advertising
.....17,506,972 agate lines

First in National Advertising 2,986,410 agate lines

First in Local Advertising
.... 8,827,840 agate lines

First in Classified Advertising
.... 5,692,722 agate lines

Locally owned, The Times stands foremost in home-delivered circulation backed up with reader confidence and good will—a matchless coverage in America's fourth largest market

los Angeles Times

Easiern Representative: Williams, Lawrence & Cresmer Co., 380 N. Michigan Bivd., Chicago; 10-163 Gen'i Molora Bidg., Detroit; 228 Madinon Ave., New York. Pecific Coast Representative R. J. Bidwell Company, 742 Market B., San Francisco; White Henry Steart Bidg., Seattle.

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AGAIN IN 1931 ... THE PITTSBURGH PRESS

PUBLISHED MORE Retail (Local) . . . General (National) . . . Automotive . . . Total Display . . . Classified . . . Total Advertising . . . than any other Pittsburgh Newspaper

Media Records Figures, deleting American Weekly Linage and Advertising of Publisher's own Enterprises in Second Paper.

> MEMBER OF THE UNITED PRESS · · · OF THE AUDIT BUREAU OF CIRCULATIONS and of MEDIA RECORDS, INC.



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IT'S A GOOD TIME TO BE INTERESTED IN INQUISITIVE PEOPLE

Readers of The Pittsburgh Press want to know things. During 931, the Washington Information Bureau of The Pittsburgh Press eceived 147,868 requests for information. 140,335 of these were for bulletins at a nominal cost—not gratis!

heittsburgh Press

SCRIPPS-HOWARD NEWSPAPER

ATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD
EWSPAPERS · · · 230 PARK AVENUE, NEW YORK CITY
HICAGO · SAN FRANCISCO · LOS ANGRLES · DALLAS
ETROIT · PHILADELPHIA · BUFFALO · ATLANTA

We Hear from a Contest Oracle

[EDITORIAL NOTE: We are taken to task by the editor of Contest Magazine for our use of the term "professional contestant." He asks

us to define this term.

Individuals who win \$25,000 in a few years, or who can click off a prize on the average of every ten days, surely have passed the amateur stage. We call them professionals to distinguish, in the minds of advertisers, between a select group of prize hunters and the public in general.

We know that advertisers try to conduct their contests so that they will not be a grab bag for

the expert at the game.]

Editor of PRINTERS' INK:

Referring to editorial on page 124 of the November 19 issue of PRINTERS' INK, entitled, "Chatter-

ing Contests":

"Eighteen sponsors on three networks are whooping the air with contests. It would be interesting to know just how many of the radio audience which stays through each hullaballoo are professional contestants. Maybe these professionals constitute a satisfactory market, but we doubt it."

We have in various issues of your excellent publication noticed the term "professional contestants." We have as subscribers and come in frequent contact with the majority of the big and consistent contest winners in the United States. And we do not know of one instance where any person is depending upon contesting for sub-

sistence.

In fact I believe it would be safe to say that 90 per cent of contestants have taken it up strictly as a hobby, and the other 10 per cent to earn a few dollars while temporarily out of employment. We have a number of subscribers who have won several thousand dollars during the last year, but all are regularly employed. For instance, Mabel Millspaugh at Anderson, Ind., who has won about \$25,000 in the last few years, is a stenographer. Frank G. Davis

who clicks off a prize on an average of every ten days is a sales executive of Cleveland. Alice Stephenson who averages a couple of thousand a year is a housewife in Palo Alto with a large family. And so on down the line. School teachers, preachers, stenographers, doctors, ditch diggers, or what have you.

So as I have not the faintest idea of what a "professional contestant" is, would very much appreciate your definition. If the term is to be used frequently, I believe it only fair that this point should be cleared up, both from the viewpoint of contest fans, advertisers and sponsors of contests.

Just to clear up another statement in the above paragraph from

our viewpoint:

"Maybe these professionals constitute a satisfactory market, but

we doubt it."

Personally we believe those who have made a success of contesting constitute the very best market for any advertiser. Our readers in preparing an entry for any contest make a complete study of the product and if the product has merit they are so thoroughly sold on it the chances are that if they are in the market at all they will purchase it. After all, what more can any advertiser ask than for the buying public to make a thorough investigation of his product?

It is quite evident that this socalled buying public at the present time is very much contest minded. Our estimate shows about 12,000,-000 contest fans in the United States, this number growing by leaps and bounds. Nearly \$5,000,-000 in cash and merchandise was given away in 1931. Mortgages have been paid and many hungry mouths have been fed as the result of the liberal prizes offered by advertisers. This is a thought that has probably been overlooked by all advertisers.

B. B. VIVIAN,

Editor,

CONTEST MAGAZINE,

Seattle.

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POWER

and positive advertising supremacy for **24** consecutive years

It took power to maintain absolute leadership in advertising for twenty-four years . . . selling power and buying power . . . the Times-Star has both. Tremendous selling power as a newspaper and delivering to a market of active and enormous buying power.

In 1931, as in the twenty-three preceding years, the Times-Star published more advertising than any other newspaper in Cincinnati; over two million lines more than the morning paper (daily and Sunday combined) and over four million lines more than the second afternoon paper.

There is a significance in continued and definite leadership. It is exiomatic proof of the Times-Star being the most profitable advertising medium in Cincinnati. The Times-Star goes into the majority of able-to-buy homes, is read by most of the worth-while people and is the buying guide in the Cincinnati area. It completely sells the market and ALONE produces the greatest results.

The POWER to SELL!

CINCINNATI TIMES-STAR

New York: MARTIN L. MARSH, 60 E. 42nd Street Chicago: KELLOGG M. PATTERSON, 333 N. Michigan



Car Cards Sin t

HENRY MUELLER, President of the C. F. every Mueller Company, signed a new contract colors recently for car card advertising which amounts to How nearly a million dollars. It calls for five years more service in every city where he has used Street Car Becau advertising during the past seventeen years.

What does that mean?

It means that from year to year this advertiser Car ca started in many new markets and made each and the gr

STREET RAILWAYS RTI



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With





MUELLERS EGG NOODLES

s Sin the Mind!

C. F. every one of them profitable through the use of ntract colorful car cards with appetite appeal.

nts to How does he know that?

et Car Because his total advertising appropriation is large enough to do the job but not so large as to conceal what Street Car advertising does for him.

ertiser Car cards stay in the consumers' mind because of the and the great amount of time spent with them.

AYSTRTISING COMPANY



MATCH THIS FOR THE

UNUSUAL N PRINTING

40,000 copies of a 2-color book. 14,760 press changes required during the run. 5 days to do the job.

We did.

Our client said:—"We wish to express our admiration for your highly efficient efforts and excellent typographical work....we are appreciative of your service and intelligent cooperation."

* * * * *

Even if your printing does not require the "unusual," our three city blocks of modern equipment can serve your needs to your advantage. You can prove this by allowing us to figure on your next printing job.

ISAAC GOLDMANN COMPANY

* Founded 1876 *

80 LAFAYETTE ST. NEW YORK CITY TELEPHONE WORTH 2~6080

PRINTING OF EVERY DESCRIPTION

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How Many Calls a Day Can and Will Salesmen Make?

A Study of the Fixed and Variable Factors Which Govern Daily Averages in the Light of Today's Intensive Requirements

By J. G. Donley

WHEN a man is looking for a needle in a haystack, he has got to move a lot of hay, bit by bit. Getting business on the dotted line today is not quite so bad as that, but it does involve covering every bit of territory very thoroughly. That is why sales forces are being carefully checked and sales managers are more than ever interested in that old problem—how many calls a day should a salesman make?

Conditions are, of course, variable. The number of calls depends on many things. The salesman may be doing an introductory job, or he may be doing a follow-up job. He may be a jobber's salesman, or a detail man for a manufacturer. He may be calling on dealers on a mission which requires him to go into merchandising ideas, assisting dealers to move stock off their shelves to make way for new orders. Or he may be just an order-taker.

While these conditions are variable as between manufacturers, they are fixed for any one manufacturer in relation to any one group of salesmen with a definite piece of work to do. Therefore, every manufacturer or jobber can find a definite answer to the question, if he goes after it.

Ratio Between Sales and Calls Is Fairly Constant

At a time when new orders are at a premium it is especially important for sales departments to know whether or not salesmen are doing a full day's work every day, because previous articles in PRINTERS' INK, while revealing that the number of calls varies widely under different conditions, have clearly indicated that, with few exceptions, the ratio between the number of calls and the number

of sales per day remains fairly constant.

Let business be good or bad, let the product or service sold require much or little time to present, let the distance between prospects be great or small, let the factors involved in making a sale be complex or simple, let the advertising in the territory be aggressive and effective or weak and ineffective-it still remains true that the more prospects a salesman tells his story to in the course of a day the more sales he will There is an elemental remake. lationship between good, plain, honest work and the results achieved.

A Simple Definition of Selling

"Selling is simply walking and talking," the president of a large corporation that makes mechanical aids to record-keeping told me. His answer was surprising, for I expected to hear something about the high-falutin' theories that are supposed to exist in the rarefied atmosphere of the higher-ups in the selling game. He came up through the sales ranks and for a long time was sales manager of a concern noted for the aggressive and sometimes brilliant job of selling it has done. I asked him to give me the quintessence of the inside stuff on selling-the mainspring of the real works-the thing which above all others makes it tick in a big way, and I waited with the same expectancy I would have felt had I asked Tiffany's to show me their most expensive necklace.

"Walking and talling; that's all there is to it," he said. "Take the simplest form of selling—peddling fish. If the fish pedler stands on one corner of the residence dis-

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trict and shouts, 'Fish, fish! Fresh fish!' he will sell a certain quantity of fish. If he keeps on pushing his cart around and shouting 'Fish!' loud enough and distinctly enough so that people will hear him, he will sell a lot more fish. If he gets up bright and early and works late, and keeps his mind on the job of selling fish—walking and talking—he will sell a whole lot more.

"In the final show-down, that's what personal selling amounts togetting around to the people who may be induced to buy your product and telling them about it. In the nature of things, the more a salesman gets around and the better he tells his story, the more orders he will get.

"There are other things, of course, that influence results, but for these the salesman is not accountable, and by the same token, does not deserve credit. For instance, if our fish pedler were selling a nationally advertised brand of fish, if housewives were receiving direct-mail promotion literature and recipes for preparing fish dishes, then our pedler would sell still more fish. But the quantity of fish he could sell in a day would still be in proportion to his walking and talking."

There was a salesman in Chicago a number of years ago who made an enviable record selling maps. He did so well that others went to him to find out how he did it. His answer was usually about like this:

Legwork Gets Orders-Not Brainwork

"I have found that I average a sale in a certain average number of calls. If I get around to see people a little faster on any day and make the quota of sales which I have set for myself, I stop for a minute and figure this way: Now, if I can make so many more calls today, I can sell two more maps. Then I go ahead and sell two more maps.

"I haven't got any extra equipment in the shape of brains, but I have got the best pair of legs in Chicago."

The actual number of calls made by a salesman in a day has no significance except as applied to the case under study. The important thing is to see that every salesman is making as many as he honestly can make, with due regard for effectiveness, under the governing conditions. One PRINT-ERS' INK article pointed out that average calls per day varied all the way from one or two, to as high as twenty to forty, depending upon the line and upon whether retailers of various kinds, jobbers, users small or large, repair shops, or consumers were called upon, singly or in various combinations.

Number of Calls Depends on Types of Dealers

For instance, one maker of tools reported that salesmen calling upon jobbers could average only four effective calls per day, because part of their job was educating the jobber's sales force. Dealer calls averaged six a day, with due regard to merchandising ideas, but when salesmen called on a mixed list of consumers, dealers and jobbers, they averaged from nine to ten calls a day.

While there are no general rules for determining the number of calls possible under varying conditions as to the product and the class of prospects and the type of territory, it has been found that the more technical the product the fewer the possible calls because of the longer story that has to be told. Degree of accessibility of prospects affects the number of calls in like manner, as does the use of individual motor transportation under certain conditions.

One sales manager declares that it is necessary to watch the average number of calls even more closely than the number of prospects sold. He has figured that not more than four out of every ten calls should produce orders when the territory is properly covered. When a salesman begins to sell nearly every prospect, he regards it as a danger signal. Either that man is not reporting all his calls or he is "skimming the

cream," hand-picking his pros-

"While we want orders," he says, "adequate representation of the house is based on the average number of calls per day. We don't want to lose sight of tomorrow's business by concentrating too much on today's."

On a real sales job, twelve to fifteen good calls a day is considered a good day's work. Twenty calls a day is a high average, but this may be exceeded where a single-unit product is sold through a variety of outlets. In such cases, salesmen in metropolitan districts have averaged thirty to forty calls

There is also a point beyond which the law of diminishing returns gets in its deadly work. When a salesman, bent on making a rec-ord number of calls, "rushes" his prospect, sales may be lost or will not stick so well as when more time is given to a thorough selling Too many calls may also have the undesirable result of producing too many small orders. For these reasons some companies set a maximum as well as a minimum limit for average daily calls, the limits being far enough apart to allow for variations in working conditions.

Some Factors That Influence Number of Calls

The problem of how many calls a day simmers down to this: There are certain fixed characteristics of the product and the market which put definite physical limitations on the number of daily calls; and there are certain other variable factors, mostly relating to the salesman himself, which contribute to the same result.

In general, the fixed conditions fall under three heads: (1) the nature of the product, (2) the density of the market, and (3) the factors involved in making sales.

Management can do a great deal about all three to make the salesman's time more productive, but there is little under these headings that comes within the province of this article, except, perhaps, Number 3. Sales managers can do a

great deal to reduce the time required adequately to tell the story of the product by going over the standard presentation and speeding it up, putting new selling ideas into it, and taking advantage of all the available aids to personal selling, such as models, demonstration kits, and moving pictures that show the product in use and also talkies that tell the story. There is no presentation so good that the necessities of today's situation cannot make it better.

One Factor That Is Usually Fixed

Variable factors, largely human things within the salesman him-self, his attitude, his energy, his reactions to discouraging happenings, all the gamut of human emotions, are not so easy to put a finger on. There is one factor, usually considered as fixed, which is really variable and beyond the control of the salesman; that is, the advertising that has preceded

the salesman's call.

There is a direct relation between the amount of time a salesman requires to make a call and give an adequate presentation and the amount of advertising in the territory and the effectiveness of direct-mail promotion. The old saw about "well begun, half done" works so well here that statistics show definitely that a salesman can accomplish more in less time where he has been backed up by advertising which tells the story in advance of his call. For instance, on a well-advertised product sold to the drug trade, salesmen averaged twenty calls a day, with average orders of \$28: whereas, on a second product, not well advertised, but also sold to the drug trade, salesmen averaged but fifteen calls a day and average orders were only \$12.50.

Considering the salesman himself as the biggest variable, it may be said that one of the biggest jobs of the sales manager is to coach-or coax-salesmen to work more hours per day. There will be "early birds" and late workers who will get there because they have the driving power. The im-

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portant thing is not so much to lengthen the time between starting and quitting hours for the entire force, but to induce salesmen to do more constructive talking in the presence of more people who are worth-while prospects.

On this score, one sales manager told me, "It is not because salesmen are not conscientious workers; it's because they sometimes don't see the trivial things, the human quirks that hold them back. 'Pep' talks have been discredited because of too much emphasis on 'steaming up' hysteria. But I am a great believer in talks and letters which, through sympathetic understanding, really help a salesman to shake off the things that always bother him-talks that give direction to his thoughts and his efforts.

"I assume that every man always wants to do his best, and I try to help him all I can. I know from experience that selling puts a tremendous emotional and neryous strain on a man, and that is what I mainly try to offset.

Planning the First Call the Night Before

"Take what I call the 'mental hazards' of selling-thinking about things that can't be helped. all do it. A man feels inside that he's not so good today. Unless he feels just right, he has a notion he cannot get results. To overcome the danger of dawdling until steam is up, I train my men to plan at least their first call the night before, to think about it before going to bed. When a man does that, he overcomes starting inertia in the morning. He makes the first call without qualms or hesitation, and after that he's too busy to be bothered with 'mental hazards.

"I strive to overcome the burden of discouragement, by always telling them that a salesman must " pay for every order he takes by so many turndowns. I make them expect turndowns, make them impervious to them by leading them to see that getting an order is just a question of how many turndowns a man can stand up and take.

"I know how a salesman sometimes shows fight when he should take flight. So I talk about the futilities of life-things we might have done but didn't, what we might have been but aren't, all things that stem from the wishbone rather than from the backbone. Thus, I convince them of the futility of wasting time on a prospect who, a salesman's instinct soon tells him, cannot be sold. A conscientious salesman will waste every day on futile prospects enough time to get another order in his book-unless he is constantly warned against it.

"Salesmen know these things as well as I do. Yes, but how many of us can dispassionately analyze our own 'mental hazards' and 'futilities' and apply the known cures. When a doctor is ill, he goes to a brother physician. I take it that I am the human doctor of my selling staff and I find that it pays to use preventive remedies freely."

As the sales manager just quoted and all other sales managers know. the human variables that influence the number of effective daily calls salesman will make-as contrasted with the number he theoretically can make-are highly responsive to handling. Moralethat's it. An inspirited sales force will put it all over a dispirited sales force in calls per day-and orders.

Beats Us to It

SCHLITZ BREWING COMPANY
MILWAUKEE, DEC. 28, 1931.

Editor of PRINTERS' INK:
As a contribution to "Enthusiasm," I

As a contribution to "Enthusiasm," submit an expression used by us for a number of years; "The Best Malt Syrup That Will Ever Be Made."

If you can find room for this in your "Enthusiasm" column, it will be appropriately

J. GLAISMER, Manager Malt Syrup Dept.

Houseware Publications Merge The House Furnishing Review, New York, has been purchased by the Haire Publishing Company, of that city, from the Simmons-Boardman Company. The newly acquired publication will be merged with Housewares Merchandising, effective with the February issue. The combined publication will be known as The House Furnishing Review.

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ASHINGTON, D. C., is a noncompetitive market. It has no rival for its business; there is no division of its buying power. Highly concentrated and wholely self-contained; with more spendable money per capita than any county in the country save one.

It is the home of the greatest business on earth—the United States Government—and a market where not only is regular business notably prosperous; but the Federal Building program of approximately \$200,000,000.00 is making this busy market still busier.

There's only ONE way to thoroughly and completely cover the Washington Market, comprising the National Capital and 25-mile shopping radius into Maryland and Virginia—and that's through The Star—Evening and Sunday. The Star is the preferred home paper. Its circulation has steadily increased year after year, with 97% of its Evening circulation and 96% of its Sunday circulation confined exclusively to the Washington Market.

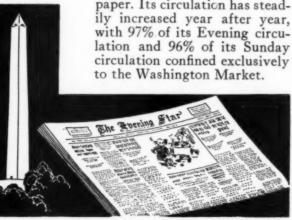
New York Office DAN A. CARROLL 110 E. 42nd St.

Chicago Office J. E. LUTZ Lake Michigan Bldg.

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HARD-GOING 1931 has been torn off the calendar.

If we believe the pessimists, American Business may as well shut up shop and go fishing.

If we believe the optimists, making quota will be as easy as falling off a log.

But if experience is any great shakes of a teacher, it's safer to predict that the new year will treat most generously those businesses which ignore all prophets and go out, hammer-and-tongs after sales.

Tradition is a good coaster, but it takes real horsethese is generated by The American Weekly is demonstrated by the steadily increasing use of this publication by the country's leading advertisers.

Editorially, The American Weekly appeals to every member of the family. That means its advertising is seen by more than one member in every home it enters.

Do you wonder now why this magazine continues to forge ahead at a time when all other weekly magazines are headed the other way?

Circulation Supremacy

The American Weekly dominates the urban markets by concentrating 70% of its total circulation in 578 of America's 997 towns and cities of 10,000 population

In 108 more cities, 40 to 50% of the families In an additional 146 cities, 30 to 40%

In an additional 140 cities, 30 to 30% in another 172 cities, 20 to 30%

ously those businesses which ignore an propiets and go out, hammer-and-tongs after sales.

Tradition is a good conster, but it takes real horsethese is generated by The American Weekly is demonstrated by the steadily increasing use of this publication by the country's leading advertisers.

While every other national weekly lost advertising linage in 1931, this Mighty Magazine set a new high record for all time.

And now as we face the new year, there is every reason to believe 1932 will be another banner 12 months for The American Weekly.

Advertisers who want to increase their sales in 1932 will be interested in knowing why.

When the going is hard, publication values must be analyzed and every dollar spent must count. Astute advertisers place their copy where it will be seen by the most buyers at the lowest cost per buyer.

And The American Weekly offers the most economical national coverage it is possible to buy.

For \$16,000 a page, at a cost of less than \(\frac{3}{8} \) cent per family, this magazine reaches \(5,500,000 \) homes in the most prosperous buying areas of the nation.

That page, in four colors, is more than twice as big as any other magazine page, giving the advertiser plenty of space to tell his story with detail and drama.

The American Weekly dominates the urban markets by concentrating 70% of its total circulation in 578 of America's 997 towns and cities of 10,000 population in 108 more cities, 40 to 50% of the families in an additional 146 cities, 30 to 40% in another 172 cities, 20 to 30%.

In an additional 146 cities, 30 to 49%
In another 172 cities, 20 to 30%
... and, in addition, more than 1,700,000 families in thousands of other communities, large and small, regularly buy The American Weekly.

Where can you spend your advertising dollar more effectively in 1932?

What Happened in 1931

(Official Printers' Ink Advertising Linage figures showing gain or lose sustained by weekly magazines during 1931)

The	Am	-	CBI	-	.0	ekl	8				۰	+83,118 lines
Satu	rday	M	Ve	nin	100	Pol	=	9				Saturday Evening Post885,691 lines
Libe	rty	*										-151,366 lines
Colli	ier's									•	•	-154,622 lines
Lite	rary		ge.	35						۰	۰	-225,967 lines



Main Office: 959 Eighth Avenue, New York City

Bronch Offices: Palmolyus Bldg., Chicago., 5 Wintherd Square, Boston 753 Bornte Bare, Los Angeles., 222 Moradiock Bldg., San Flancisco 111-250 General Motors Bldg., Dethoir 1138 Hanna Bldg., Cleveland 101 Marietta St., Atlanta.

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Resolved:

That Mr. Wise Advertiser will direct his 1932 advertising messages to the families who can afford to buy advertised products.

Here are 4 tremendously important points regarding the Pacific Northwest Market.

- Seven out of every ten buying families in the city of Seattle belong to the Post-Intelligencer's great reading family.
- In the Seattle suburbs, the ratio is six out of every ten buying families.
- In the 17 counties surrounding Seattle, which
 is known as "Seattle's Market Box," between
 three and four out of every ten are Post-Intelligencer families.
- 4. The Seattle Post-Intelligencer reaches the largest number of families with the ability to buy nationally advertised merchandise, in the Pacific Northwest Market.

A half million other facts concerning the Seattle market are available to you through our nearest national representative.

SEATTLE POST-INTELLIGENCER

The Quality Newspaper of the Northwest

Back to Buying Sanity

Good Advertising and an Emphatic "No" to Unwarranted Price Demands Should Lead the Way

By D. M. Hubbard

HAT has become of the buyer who knew merchandise and could recognize value? Who knew what his firm could sell and was willing to buy it at a fair price?"

My friend who makes toys and sells them pauses for a second. Purely for effect. He is telling,

not asking me.

"I'll tell you what's become of him," he goes on. "Either he's passed out of the picture or he's hamstrung, working for knownothing store executives who have taken away all his authority. Buyers aren't buyers any more. They're parrots. All they can say is 'Nothing doing. Your price is out of line,' or 'Give me an extra 5 per cent discount and the order is yours.' If you give in, the next time you call it's 10 per cent instead of 5.

"Too many of these fellows wearing the title of buyer today are midget models. They don't buy; or aren't permitted to buy. They don't give a whoop about sources of supply and their continued reliability. What's more, they don't seem to give a second thought to their customers' satisfaction and repeat business. 'Can we buy this cheap enough to undersell our competitors? 'Quality? Don't be silly. They won't pay for quality. What people want today is low price.' That's what passes for buying logic today."

Not a Case of Sour Grapes

Ten years ago the manufacturer whose views are set down above was sales manager of the company he now heads. His slant on business has changed a little but not as much, he believes, as has the point of view of the merchandise buyer commonly encountered now-adays. His company's sales and earnings during 1931 showed a

gain over those of 1930. Mostly due to good luck, he says. It may have been good luck or good management, but the fact definitely takes his opinions out of the sourgrapes or also-ran class.

Is it true that buyers aren't buyers nowadays so much as they are price chiselers? Have they really lost or been persuaded to lay aside their knowledge of merchandise and allowed their senses of discrimination to become blunted?

Advertising's Effectiveness Is Being Menaced

Inquiry among a number of manufacturers and their sales managers forces one to believe that there's more than a grain of truth in the feeling that somehow or other buying habits have tended to become irrational. The insistence on the part of many buyers on cut prices and their unwillingness to see price as but one of many factors that unite to create value are hurting both the manufacturer and the retailer. Obviously they are menacing advertising's effectiveness.

Not so many years ago the forward-looking merchant saw clearly that his profits depended on his skill at sizing up his community's or his market's needs and his skill at supplying those needs in a manner that would induce customers to buy and continue to buy from him. Among other things he recognized that he must have dependable sources of supply-reliable wholesalers and manufacturers who could and would produce merchandise that he could sell with confidence. Looking around him he saw dozens of manufacturers striving by means of national advertising, store and window displays, instruction booklets for retail clerks and other promotion to help him sell more merchan-

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dise. Whether or not they ever thought about it, most retailers, who really were merchants, realized that the manufacturer from whom they bought must make a profit. They were willing that he

"All that has changed," the sales manager for a manufacturer of bathing suits and underwear said to the writer a few days ago. "It changed just as soon as it became recognized that once again we had a buyer's market with us. consumer climbed up into the saddle and began to crack his whip over the merchant's head. what happened? Well, the merchant put on his spurs, grabbed a whip and started to ride the manufacturer just a little harder than he was being ridden. My point is simply this: For the most part merchants have not adopted a sensible policy in dealing with their customers. In their buying tactics in dealing with manufacturers they are hurting themselves as well

Consumers Still Want Quality Merchandise

"Let me explain what I mean. Most consumers have habits that are governed by their living standards. They don't like to give up buying habits that will noticeably lower their living standards. Rather than accept lower quality in all the things they buy, they will stop buying one or two of the other non-essential things. As things stand, most people can buy the same quality in merchandise that they have been accustomed to for 20 or 25 per cent less today.

"In other words, although there may be fewer dollars in the pay envelope those dollars will buy just about as much as they ever did. That being the case, and it is demonstrably true, the merchant, who throws overboard the proved ideas and established methods that have built his business and adopts in their place a policy of trading down, makes a tremendously costly error of judgment. Trading-down tactics hold precious little profit for a store today. They will be mighty hard to overcome when the

storm clouds lift and business begins to feel a fair breeze in its sails a few months from now.

"There are in Chicago today, for example, two stores whose attitudes toward trading-down lend force to my point of view. One of these stores is known nationally and its reputation is excellent. Enough of the trading-down tendency has crept into its methods for those of us who call on the store's buyers to notice the change. The word is getting around that this store is letting down the quality bars. It won't take long for the store's customers to realize that. I think that the number of customers will increase sharply but profits aren't likely to grow. I am sure the store's prestige is going to suffer. The other store has never really challenged the former's leadership but is beginning to now. It is steadfastly refusing to trade down. It has consistently talked "more value for the same reasonable prices that our customers have always paid." Those of us in the textile trades believe, almost to a man, that the management of this store is bound to drive ahead during the coming years at the expense of the other store."

One detail that has crept into current buying practices and is making more than one manufacturer see red has to do with the stock-control methods being followed by a growing number of stores. Stock control is, of course, one of the greatest boons to sound merchandising that management has ever evolved. It spotlights the goats, preserves a balance in inventories and tells a merchant definitely what he ought to push. Used sensibly it has worked won-Abused-and it is being grossly abused in some quartersit becomes an impassable barrier to sales and profits.

A Stupid Stock Control Policy

The particularly pernicious feature of stock-control methods rather widely in vogue is the blanket restriction that some man932

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agements place on their buyers. No matter how well certain items in a buyer's department may be selling, the order has come down that no replacement stocks may be ordered until the entire inventory has hit a predetermined low point. Mr. Consumer walks in and asks a clerk for one of the new ties with a white or pastel background and narrow, brilliant stripes. The department hasn't bought any because it's still loaded up with plain satin ties left over from last year. What does the customer do?

One sales manager summed it all up in a few words the other day. "It doesn't help a store much to have a nice stock of seersucker suits on hand when the customer needs a top coat." Eventually buy-

ers will agree with him.

What's to be done about buyers who are willing to forget quality, style, design and every other consideration that has to do with value except price? What's to be done about buyers who know how to buy but aren't permitted by the edicts that descend like the none-too-gentle rain from above?

"Just as long as I can, I'll sit back on my haunches like a mule and say 'No' to the buyer who wants a price that must force me to lower the quality of my products," says one manufacturer. "I'll advertise just a little more and make the consumer ask a little more insistently for my goods. It may cost me something now but this situation isn't going to last forever and I'll come out of it with a stronger acceptance for my products."

Certainly advertising will help. Anything that can build up consumer acceptance and greater familiarity with brand names will inevitably compel merchants to carry the merchandise in question. The sight of a customer, who has come into a store ready to be sold something he has read about and wants, walking out without buying will always restore merchandising

sanity.

Another force that is counteracting the damaging influences of racketeer buying and trading down is the time-tried practice of meetings holding with clerks. One sales manager tells me that he has spent many evenings during the last seven or eight months with salespeople present eager to get his slant on selling methods and the particular advantages of his merchandise. This one stunt-old stuff, of course, but always good-has acproduced some tually sizable gains for him in several stores that really want to lick conditions instead of being licked by them.

All the education that a manufacturer can get his retail outlets to absorb either by means of advertising or store meetings will yield results in a merchandising era like the present. That education should percolate from the top down, for it is from the top that many of the drastic decisions that make it impossible for buyers to function confidently and intelli-gently are coming. Equally drastic methods on the part of advertisers will have two important They will perhaps check effects. a retreat from sound merchandising tactics on the part of retailers that may become a rout; and they will restore to manufacturers' wan sales some of the ruddy glow of profits.

"Headlines," New Publication

Headlines is the name of a new
monthly publication, giving a review of
the news as featured in newspaper headlines, which has appeared with a February issue. The new publication is
issued by Headlines, Inc., with offices
at 148 West 16th Street, New York,
Lon Murray, formerly editor of Sports
Stories, The Shadow and College Stories,
for the Street & Smith Corporation, New
York, is editor of the new publication.

Michael J. Tilden is managing editor.

Melvin Ryder Joins MacBride & Ullman

Melvin Ryder, for the last three years an associate of Amos Parrish & Company, has joined MacBride & Ullman, New York, retail store counselors, as vice-president. Following the addition of Mr. Ryder the name of the firm has been changed to MacBride, Ullman & Ryder, Inc.

Brisacher Appointment

Charles H. Gabriel has been appointed production manager of the San Francisco office of Emil Brisacher & Staff, advertising agency.

Jan

(3)

Quality Group Re-organized

The following magazines will hereafter be sold under the name of The Quality Group: Atlantic Monthly, Current History, Forum, Harbers Magazine, Reviews of Reviews and Scribner's, with executive offices at 597 Fifth Avenue. This new alignment follows the disbanding of two groups—Preferred Quality Magazines, which included Atlantic Monthly, Harbers Magazine, Scribner's and Current History, and the Quality Unit, which included Review of Reviews, World's Work and Forum.

Gordon Gannett will continue in charge of the new group's office, now located in

of the new group's office, now located in the Tribune Tower, Chicago, and War-wick S. Carpenter will henceforth repre-sent the group on the Pacific Coast. John C. King, with headquarters at 8 Arlington Street, Boston, is New Eng-land representative. Carroll D. Merritt, business manager of Scribner's, has been re-elected chairman of the Quality Group re-elected chairman of the Quality Group executive committee, members of which are: Nelson J. Peabody, publisher of Atlantic Monthly; Leonard Drew, business manager of Current History; W. W. Sellew, advertising manager, Forum; Charles B. Parker, advertising director of Harpers Magazine, and Edward F. Healey, advertising manager, Review of Reviews.

President Keeps Sales Staff from Yelling

KESTER SOLDER COMPANY CHICAGO, JAN. 8, 1932.

Editor of PRINTERS' INE:
Your letter of December 28 to Mr.
Reitzel was turned over to me.

Retizel was turned over to me.

I do not know whether we have ever been solicited for a renewal of our subscription, but if we have not, we certainly intended to renew. If you will, therefore, have your circulation manager send us a renewal blank, we shall be very glad to sign it and send it back to you.

to you.

I do not believe we could discontinue getting your publication without an awful "yell" from the sales department.

> F. C. ENGELHART, President.

New Accounts to Bermingham, Castleman & Pierce

The Earle & Johnson Manufacturing Company, Inc., manufacturer of bridge tables, and Gray & Lampel, Inc., merchant tailor, both of New York, have appointed Bermingham, Castleman & Pierce, Inc., advertising agency of that city, to direct their advertising accounts.

Joins Friedman Agency

Cass Musler, formerly with Gussow-Kahn & Company, New York, direct mail advertising, has joined Leon A. Friedman, advertising agency of that city, as account executive and head of the direct mail department.

Who Wants a Copy Idea for Castor Oil?

THE UNION PACIFIC MAGAZINE UNION PACIFIC SYSTEM OMAHA, NEBR.

Editor of PRINTERS' INK: Editor of PRINTERS' INK:

On page 4, PRINTERS' INK, December
17, Charles H. Pelham makes the
statement, "Castor oil has a fairly universal touch, but it won't cure the
mumps or athlete's foot."

It has been told to me, on very good
authority, that castor oil is one thing
that will give relief and will cure athlete's foot."

lete's foot.

That might be an idea for the agency men to work on and lay out a campaign for a client who might be looking for a new field for castor oil. F. B. WALLACE, Advertising Manager.

J. W. Egan Starts Own Business with His Sons

James W. Egan, for the last fourteen years vice-president of the McJunkin Advertising Company, Chicago, has established his own advertising business at that city, under the name of James W. Egan & Company, with offices at 228 North LaSalle Street. His two sons, James W. Egan, Jr., and Joseph F. Egan, will be associated with him in the new business.

Mr. Egan, Jr., was formerly adver-tising manager of The Chicagous and, more recently, was engaged in special promotion work for Mandel Brothers, Chicago department store.

Sealright Plans Larger Campaign

The Sealright Company, Inc., manufacturer of Sealright paper containers, paper milk bottles and milk bottle caps, has increased its advertising appropriation for 1932. The new plan, the company reports, comprehends the largest campaign that the Sealright company has ever sponsored. This account is directed by Van Sant, Dugdale & Corner, Inc., Baltimore advertising agency.

Dean of Bon Ami Sales Force Dies

Chauncey M. Gardner, field manager of The Bon Ami Company, died recently at Rochester, N. Y., at the age of fifty-nine. Mr. Gardner, who was known as the "dean of the Bon Ami sales force," had been with the Bon Ami company for thirty-four years, having started his business career as the first salesman ever employed by that company. employed by that company.

To Combine Oregon Papers

The Eugene, Oreg., Morning News has purchased the Eugene Record, which will be consolidated with the News. 32

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Largest Daily in the Pacific Northwest

HERE IS HOW its 107,562 circulation goes to work for you: 84% of it builds sales in Portland and its immediate trading territory, an area holding 73% of Oregon's population, 78% of its wealth. In addition the Journal circulation covers the entire Journal Dominion more thoroughly than any other newspaper. To get the greatest number of sales



out of every square inch of the Journal Dominion, put your "ads" in the Journal, the largest daily in the Pacific Northwest.

THE

FTERNOON JOURNAL SUNDAY

PORTLAND

(3)

■ Represented nationally by REYNOLDS-FITZGERALD, Inc...New York ∠ Chicago San Francisco ∠ Los Ángeles ∠ Philadelphia ∠ H. R. Ferriss Seattle



THE Viscose Company's mills are operating full time making Crown Brand Rayon Yarn. Sales are substantially ahead of the previous year.

The sound merchandising of this company's Quality Control Plan plus steady advertising are responsible. The merchandising plan

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a nutshell, assures control of product quality through the kniting, weaving and manufacturing divisions of the textile industry ight down to the retailer and the consumer. The user of Crown farn and its manufacturer are bound together by rigid stipulations protect the consumer against substitution of labels and inferior

Widespread advertising is directed to textile manufacturers and in urn to their trade to establish The Viscose Company's quality pecifications and their significance to all parties concerned. Thus he retailer knows that the company's policy is not one thing for im and another thing for the manufacturer.

Men who use advertising themselves ere alert to YOUR advertising ...

he textile machinery man has only alf the advertising problem of The iscose Company. His sole market textile mills-mills that make raw aterials and mills that convert raw aterials into finished products.

extile World, being a textile inustry publication, is the simple anwer for the equipment man who is terprising enough to use advertis-Its adequate coverage of raw aterial mills and converting mills attested by The Viscose Company hich uses Textile World's adversing pages to sell Crown yarn to onverters. On the other hand The

Viscose Company's mill officials, as raw material manufacturers, read seven copies of Textile World each week.

Men who know the value of advertising as a selling tool know its value as a buying tool. By the same rule, men who know the value of a publication from a reading standpoint know the value of that publication as an advertising medium.

Here, then, is the simple means for the equipment man to help make customers out of textile men. Give advertising a chance to prove it-in Textile World.



EXTILE WORLD does not specialize in serving any particular branch of the textile industry. It is technical and economic counselor for mill men in all branches of textile activity. What best serves the common interests of the entire industry is the yardstick used by Textile World editors in determining what shall be published and what shall not. The machinery manufacturer, who has designed his product from the same standpoint, can pitch his advertising on the same high plane.

Tool Plan Textile World NEW YORK

makin

Worcester, Massachusetts

Increasing Coverage at Decreasing Cost

The growth of Telegram-Gazette circulation in the past ten years is 33,026—comparing the circulation statement of September 30, 1931, with that of September 30, 1922, shows a gain of more than 45%. Year-by-year gains won by broader news coverage and progressive editorial policies have been written into the permanent subscription lists of these newspapers.

For the past five years, the average net paid daily circulation of the Telegram-Gazette has exceeded 100,000. For more than two years, it has exceeded 105,000—stable and solid circulation in a stable and solid market.

This steadily growing circulation, plus a rate card stationary for more than five years, brings to Telegram-Gazette advertisers a constantly decreasing cost of coverage in New England's second largest market.

The present rate card was put in effect in July, 1926, with an average ne paid daily circulation of 92,092. The same rates prevail today with an average net paid daily circulation of 105,094.

14% Increase in Circulation— NO Increase in Advertising Rate

In the Worcester Market, city and suburban, the Telegram-Gazette ALONE gives adequate and economical coverage—a coverage steadily increasing, at a decreasing cost per thousand of circulation.

85% of all families in Worcester and the average 18 mile suburban trading area who regularly read a Worcester newspaper, take the Telegram-Gazette in their homes six days every week.

Average Net Paid Daily Circulation For The Year 1931 OVER 105,000

THE TELEGRAM-GAZETTE Worcester, Massachusetts

George F. Booth, Publisher

Paul Block and Associates, National Representatives
New York Boston Chicago Detroit Philadelphia San Francisco

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"The Day of Large Profits Is Probably Past"

Those Pessimists Who Make Such Statements Forget That Similar Predictions Were Made in the Nineteenth Century

I is often said that recovery from the depression of the '70's was accomplished by the railwaybuilding of the 80's; that recovery after the '90's followed expansion of gold production in the Rand and Alaska; and that the revival after 1921-22 was accounted for by filling up the deficit in housing construction, by making up war shortages generally, and by the rapid growth of the automobile industry, supplying a new want. The implication is that business has been pulled out of each depression by some special circumstance, and that otherwise it could not have recovered.

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The contrast is set up that there is now no deficit in construction to make up; that the automobile industry has saturated its market in this country, and that no new industry is in sight to replace it. To cap the charge, the declining rate of gain of the population is declared to evidence a general slowing down of business growth for which everyone should pre-

Will Decreased Population Affect Future Markets?

All students of the statistics are agreed that the rate of population increase is slowing down. In the last Census period 17,000,000 were added to the population, but the expectation now is that the next increase of this amount will require three decades, or until 1960. On the basis of these estimates pamphlets have been written pointing out the business difficulties entailed.

The error in the argument is that while there may be a limit to population growth there is no limit to the growth of human wants. It is a safe proposition that wants never cease to expand.

Families in four-room apartments would like to move into six-room apartments, and those in six rooms would like to have eight rooms, with all the additional furnishings and an automobile in the garage. City dwellers want country houses, however modest, for summer use. None of these wants is near satisfaction.

Housing Business Is Still in Its Infancy

There are pessimistic prophecies concerning the construction outlook in this country. Some say the country is "all built up." course there is enough housing and office and factory space to meet the diminished requirements of depression. But it is safe to say that the housing industry, in the longer view, is still in its infancy. New materials and new methods of using old materials are being developed. At the President's Conference on Home Building last month the Committee on Technological Development reported that "the small house in the future will not resemble any of the houses of the past. It will cost one-half as much and be far more efficient." This foretells the coming reconstruction and modernization of the country's housing, so that it will no longer be true, as the Conference was also told, that families with incomes below \$1,500 cannot afford new houses representing adequate standards of living.

A similar situation exists in factory equipment. Machinery is growing obsolete and will continue to grow obsolete, as long as technical progress continues and perfects new machines which will save enough in cost of operation to pay for themselves. The American Machinist considers ten years the average life of machinery before obsolescence, and calculated in 1930 that 48 per cent of all in use was more than ten years old.

Reprinted by special permission from the "Bulletin of the National City Bank of New York."

The demand of the times for cost reduction will speed the re-equipment of the industries when capital is again available. It can be said that at present there is no dearth of potential borrowers, who are ready to carry out projects when they can finance them. The lack is of lenders.

In every depression unsatisfied wants accumulate. The number of passenger automobiles in use has declined this year by about 4 per cent, but all of those who have given up their cars want them back, and the number of unused miles of transportation left in car owners' hands is estimated to be 17 per cent less than at the end of 1930. In St. Louis a recent survey, revealing conditions that are probably typical of many cities, showed that doubling up in living quarters had resulted in two and one-half times as many extra families living in single houses as there are vacant houses.

These citations could be extended, but they will make the point. The difficulty is not shortage of wants, but lack of the equilibrium which would permit the flow of satisfactions from one person to another on an equitable basis of exchange. Costs are too high and incomes too low only because the basis of exchange is disrupted. There is no cause for despair in this, but only for resolution in attacking the problem.

Many New Industries on Threshold of Development

Along with the old industries, new ones constantly appear and grow. No electrical engineer or chemist, familiar with the progress that science is making, will ever subscribe to the idea that there is less work to be done. In modern times wants are ascertained by investigation and inventions made to order to satisfy them. Industries now only on the threshold of development include aviation, refrigeration and air conditioning, television, and the electrical and chemical industries generally. An official of the General Electric Company stated in 1929 that onefourth of its total production was

made up of new lines developed since the war.

It is said that agriculture must suffer from the effects of decelerated growth of population and food needs. Undoubtedly readjustments will be required. But to the research chemist agricultural products are already more than food or simple raw materials. Cotton is not only cotton, but cellulose, and corn is a rich repository of chemical elements.

Saw End in Sight Back in 1844

We have said that the belief that there is less work to be done is an ancient one. In 1844 the then United States Commissioner of Patents, Henry L. Ellsworth, "contemplating the astounding advances made in the mechanical arts during his lifetime and incumbency of office, and fearing a cessation of all endeavors in the field of invention, apprehensively said: 'The advancement of the arts, from year to year, taxes our credulity and seems to presage the arrival of that period when human improvement must end." (Journal of the Patent Office Society, September, 1919.)

Of course, Mr. Ellsworth did not live long enough to ride in any vehicle common today, to speak through a telephone or to read by electric light a newspaper printed from type set by machine; but even as he wrote Goodyear was vulcanizing rubber and Elias Howe perfecting his sewing ma-

The first comprehensive study of business depressions was made by the first Commissioner of Labor, the Hon. Carroll D. Wright, an economist of repute, whose report published in 1886 is a very valuable one. In the course of his report Mr. Wright said:

of his report Mr. Wright said:
"The day of large profits is probably past. There may be room for further intensive, but not extensive, development of industry in the present area of civilization. . . . Supplying themselves with full facilities for industry and commerce will give to each of the great nations of Europe and

Here Is Something You Could Never Do Before-

You Can Now

COVER LOS ANGELES IN THE EVENING

With One Newspaper Without Duplication At One LOW Cost

> That Newspaper-Is The

LOS ANGELES EVENING HERAL _□ AND TESS

NATIONAL REPRESENTATIVES:

PAUL BLOCK AND ASSOCIATES CHICAGO

NEW YORK 247 Park Ave.

PHILADELPHIA 1420 Walnut St.

DETROIT General Motors Bldg. Palmolive Bldg. BOSTON Little Bldg.

SAN FRANCISCO 839 Russ Bldg.

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stry of and America something to do, but the part of each in this work will be small and far from enough to insure more than temporary activity."

This outgiving was the fruit of long study. Yet nothing is clearer than that the man of 1886 would not recognize the world today, only forty-five years later, and the tools creating change and progress are incomparably more numerous and effective than they were then.

The claim that the world is slowing down, and that there is nothing to pull it out of this depression, is plainly a short-sighted

It is unsupported by any prece-

dent or probabilities, but is dangerous in that it obscures the true nature of the depression and of the revival that will come, and contributes to an unwarranted pessimism which complicates the problems of readjustment. would be a misfortune if these misapprehensions should lead to mistaken policies which to relieve people in one place would permanently arrest readjustments in another, temporarily cover up the lack of equilibrium, and administer to business not a remedy but an anesthetic. The counsel of inflation is a counsel of despair, but the counsel of readjustment is one of hope and resolution.

Commutation Tickets Enter the Gift Field

SMALL red, green and gold gift boxes, into which commutation tickets would snugly fit, were furnished ticket agents of the South Shore Line, Chicago electric interurban road, during the Christmas shopping season just past. The company's advertising in the communities which it serves, such as Hammond, Gary and Michigan City in northern Indiana, suggested the purchase of "a thoughful, practical gift . . . a book of rides to Chicago on the South Shore Line . . . in an attractive Christmas gift box."

So gratifying a response was accorded the extremely modest newspaper campaign, backed up as it was only by placards in stations and notice in a monthly train bulletin, that next December it is planned to advertise the exchange of South Shore Line tickets as Christmas gifts on a large scale throughout the territory. Commutation books for a varying number of rides and mileage books to fit most any purse will be listed in the advertisements.

The gift boxes used this year—made up at a cost of \$5 per hundred—were 5½ by 3 inches, and ½-inch deep. Modern Christmas paper in red, green, black and

gold covered the top of the box.

If commutation tickets are logical Christmas presents there is every reason to believe that they may be pushed as year-round gifts.

Many a suburban housewife would welcome a twenty-trip ticket on her birthday as would many a hard-pressed commuter.



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The many friends of

REED G. LANDIS

will be interested to know that he has been made a Vice-President of

WILLIAMS & CUNNYNGHAM

effective January 1

Mr. Landis was formerly head of the Reed G. Landis Company.

MR. ROSCOE MORRIS, formerly with Reed G. Landis Company, also joins the Williams & Cunnyngham staff as an account executive.

Williams & Cunnyngham

Advertising

6 North Michigan Avenue · Chicago

Plus V.
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Advertising

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THE CROWELL PUBLISHING COMPANY

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More Editorial Color*

The Country Home carries more editorial COLOR pages than any other rural magazine.*

... More than twice as many as the second magazine.

... 40.9 per cent of all the 2-COLOR editorial pages appearing in the national rural field.

...75.4 per cent of all the 4-COLOR pages.

More COLOR means more attention more advertising value.

*Twelve issues of 1931.

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GETS RESULTS

250 PARK AVENUE, NEW YORK

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++Peoria Plus Signs++

Caterpillar, world's largest manufacturer of track laying type of tractors, starts Diesel production.

Selected by aggressive Phillips Petroleum Co. as divisional headquarters for midwest states group.

Commercial Solvents, world's largest manufacturers of butyl alcohol and acetone, operating full blast.

Peoria district of prominent grocery chain, leads sales nationally, winning Annual President's Award.

The Keeshin Motor Express, operating immense fleet of motor trucks in Chicago area, opens here.

General merchandise chain store stands first nationally in its class eight out of thirteen months.

Peoria radio station WMBD (World's Most Beautiful Drive) joins Columbia Broadcasting System.

Peoria J-T leads in Total, General, also Retail in December. In General for three consecutive years.

PEORIA

JOURNAL-TRANSCRIPT

Out 5 12 Peorities

CHAS. H. EDDY CO., National Repr. Chicago, New York, Boston Member: Major Market Newspapers, Inc.

Tries Out Copy on People Before Program Is Started

After 200 Approve, Nela Park Decides Advertising Is Good Enough to Sell Mazda Lamps

'IN any business, before a profit can be realized, there must have been a planning of effort." This statement is taken from the prospectus to dealers outlining the sales promotion and advertising plans for Edison Mazda lamps in 1932. The statement is repeated here because it tersely summarizes the underlying principle which guides the creation of Edison Mazda advertising material.

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Window displays, for example, are subjected to an advance testing so as to eliminate non-producers. The results from this and other tests have convinced the Nela Park sales promotion department of the General Electric Company that testing is profitable effort, that it eliminates chance in the selection of copy appeal, layout or other factor of advertising

plans which, if not subjected to testing, might permit hunch or too closely limited opinion to sway final judgment.

1932 cam-In the paign, testing has been followed still further. format presentation of Edison Mazda lamps in consumer magazine advertising was favorably considered. vertising agency, however, wished to show its client definite evidence that the new series would do a complete job both in getting attention and in quickly identifying the product in the minds of readers. Two advertise-ments in the series were selected and a test conducted so that a record of results might accompany submission of the proposed campaign to the client.

Color pages of fourteen magazine advertisements of products used in the home were collected. These were mounted on panels, with varying numbers of advertisements to a panel. Each panel also carried a completed Edison Mazda advertisement. In order to keep hidden the identity of the advertiser for whom the test was being conducted, the agency had the reverse side of the proposed advertisements printed so as to add to their appearance of being advertisements which had actually appeared in publications.

A panel of six of these advertisements was submitted to classes of men and women in typographic layout and advertising at Columbia University, and to a class in proof reading at a night high school. Students visited the room in which



One of the Edison Mazda Magazine Advertisements That Was Pre-tested

the panel was displayed, one at a time, so as not to be influenced by the criticisms of their fellow students.

Each student was given a questionnaire with the request that, under a column for each advertisement, he mark his choice of the advertisement which appealed to him on the following counts:

Most likely to attract attention.
Most original appearance.
Explains itself most directly.
Most interesting.

Most easily understood.

Most convincing.
The Edison Mazda advertisement in each class received a heavy preference. For all three classes, the advertisements under test brought a total of 118 votes as against forty-nine for the

runner-up, which incidentally was the second in each group.

The proposed advertising was subjected to another test among fifty girl employees of the agency. A proposed advertisement was one of twelve which these employees were asked to pass upon. It came out second best, getting forty-six with another advertisement (not a client of the agency) receiving one yote more.

Altogether about 200 people passed judgment upon the proposed copy and illustration idea. Tabulated results satisfied General Electric that the campaign would get attention and quickly identify

the product in the public mind as its eye caught the advertising

page.

This test, while not exhaustive, served as a sounding board to get the opinion of people who were uninfluenced in their judgment as compared with the viewpoints of agency and client executives. The test is but another development in the evolution of a plan which started in 1929 as the Edison Monthly Sales Plan. The keystone of this is summed up in the statement "Planned effort precedes profit."

Each succeeding year has seen additional methods introduced to insure greater effectiveness so as to encourage dealer tie-up to the company's sales promotion and advertising. In 1931 the name of the plan was changed to the Edison Sales Increasing Plan, described to dealers as a powerful weapon to help them get a greater profit from their business.

While this plan is ready to go to work for dealers and while behind the plan stand the Edison Mazda lamp manufacturer and the jobber, dealers are told very frankly that they can make the most of it only if they help themselves. Dealers respond unfailingly to one thing—profits. To insure these profits nothing can be left to chance, which accounts for the trend toward greater and better testing.

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What Groucho Says

Groucho's Assistant Forgot to Ask Him Certain Questions

DEAR BILL: Yours received. Enclosed find twenty-seven answers to your eighteen questions. I may have the name of this town wrong, but I saw "IL DUCE" painted on the side of the post office.

Where is that idea we gave Kasten? 'Course you couldn't find it in the files. It wasn't there. It was the spontaneous child of my brain, plus Skippy's—or vice versa. Kasten said it was "putrid!" So why should we write it and file it? So now he thinks it was pretty

good, eh, and wants to know what it was. Why, boy, I've had six thousand ideas since then, so how can I remember it? Tell Skippy to get an idea and say to Kasten, "Don't you remember when Groucho and I suggested this to you?" and if Skippy hasn't any idea, don't blame me as probably you and Kasten and Boss all will. If you just want an idea, cable me and I'll strive to please.

Say, you chump, I'm on a vacation, and I've written eighty-two answers to your questions and cabled six times. What you think



"Your inferiority complex, Miss Billip, comes from the belief that your cigarette is not smoked by enough prominent people."

WE BELIEVE that advertising can succeed, even in these times, without trying to increase the existing number of inferiority complexes.

We believe that bought testimonials, stretched facts, pseudo-science, disparagement, and unfair implications, can be thrown right out the window without taking away any of the advertising tools that build commercial leadership.

We believe an honest, transparently fair personality has the same attraction in advertising that it has in human beings.

We believe this because of our experience with some of America's most successful advertisers.

Hence: We believe that any manufacturer now bothered by unscrupulous advertising competition will find it worth while to talk with us. For such advertisers we have a special and timely suggestion. You can summon us to the other end of your telephone wire by calling Ashland 4-9100.

THE BLACKMAN COMPANY

ADVERTISING · 122 E. 42ND ST., NEW YORK

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1932

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I'm here for and you are there for? Have a heart.

How do I like Italian advertising? Fine. Most of it advertises Augustus Cæsar or some Pontifex or other who croaked centuries ago. so I don't hafta worry about buying something I don't want.

Been getting some great adver-tising ideas while looking at Italian scenery. Leadership-illustrated by St. Peter's, Vesuvius, Mussolini, and Chianti. O.K., eh? Well, if you don't like that, how's this: "Marble palaces used to fence off chicken yards. No matter how rich or venerable a thing is, it must be up to date to sell."

Got a letter from Boss yesterday suggesting that I explore England, particularly around Liverpool. Now what does he mean by that? Liverpool is where the steamers for home start from. Wonder if Boss thinks mebbe he wants me back.

Got a lovely message from Gent. Treas. saying the usual dividend would be passed and explaining that while the old dump was solvent, prosperous and full of bright prospects, it seemed wise not to pass out profits we hadn't made. Nice letter to read at dinner while blowing myself to Asti Spumanti and de luxe ravioli, I don't think. I know blamed well that Gent. Treas., the old squeeze, has got a surplus hidden away which would sink a ship and if ever there was a time when dough otta be passed out, it's now.

Speaking of Kasten, the idea he turned down was some kind of plan to make love to the dealer. Mebby it was the old trick of listing dealers in newspaper ads, but Skippy and I had some nice little twist to it. Trust old Skippy to twist again.

Tell Biddle that I have discovered that international amity is progressing so very fast that a boom will soon be on and he must not renege on his plan for color pages in the big shots. Don't tell him that a couple of the big-shot advertising directors are friends of mine and have confessed that they need the dough. They even cabled to me about using my influence to keep Biddle in line.

GROUCHO.

Yes. We Guess We Have

BOTT ADVERTISING AGENCY LITTLE ROCK, ARK.

Editor of PRINTERS' INK:

Editor of PRINTERS' INE:

We are most appreciative of your courtesy in publishing our recent telegram regarding foreign advertising.

You might be interested in knowing that we have received answers to this article from all over the world, including the Scandinavian (no kidding).

You certainly have a wonderful distribution among the advertising fractions of the properties of the second control of the second contro

tribution among the advertising fraternity. W. B. WATTERSON.

G. M. Pearson with "Chicago Journal of Commerce"

Gifford M. Pearson, formerly vice-president of The United States Daily, has been appointed Eastern representative of the Chicago Journal of Com-merce. He will be located at the of-fices of the Eastern advertising bureau of this paper at New York.

Appoints Iola Agency

The B. and E. J. Gross Company, New York, manufacturer of Rings O' Romance, diamond rings, has appointed the B. Dave Iola Company, Inc., adver-tising agency of that city, to direct its advertising account. Magazine, business advertising account. Magazine, business paper and radio advertising will be used.

Inland Press to Meet

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The Inland Daily Press Association will hold its annual meeting on February 16 and 17 at the Morrison Hotel, Chi-cago. Election of officers and three new directors, annual reports of committees and a program of talks on publishing subjects are scheduled.

G. W. Oakley Leaves "The Florists Exchange"

George W. Oakley, who has been advertising manager of *The Florists Exchange and Horticultural Trade World*, New York, for the last eight years, has resigned on account of illness.

Joins Littlehale

Elizabeth Gordon, formerly with the New York World and the New York American, as a promotion copy writer, has joined the copy staff of The Littlehale Company, New York advertising agency.

Gorton-Pew Fisheries to B. B. D. & O.

The Gorton-Pew Fisheries Co., Ltd., Gloucester, Mass., has appointed Batten, Barton, Durstine & Osborn, Inc., as its advertising counsel.

GETTING TOGETHER FOR INCREASED SALES



Interlinked through Reciprocal Advertising (Pat. appl'd for) this new Method-Medium reminds those who want to know more about your product and want to buy it.

Here is consumer acceptance that is as certain as the value in your own nationally-advertised product.

The Reciprocal Way

Two Products* with but a Single Thought—Increased Sales.

YOUR Product harmoniously advertised on the Product that is used naturally in conjunction with yours. (Non-competitive national advertisers only.)

And, reciprocally, their advertising on your Product.

The common interests tied up in the advertising identified with



*AFFINITY PRODUCTS

Get the Facts!

RECIPROCAL ADVERTISING

THE GOLDEN RULE IN MERCHANDISING

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In 1931 the quantity of consumer buying (excepting automotive and building products) was 95% as large as the 1929 peak.* This advertisement in The New York Times of January 9th gives the facts. It also tells of 24 companies which maintained their volume.

Jan. 14

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^{*}Based on report of a leading economist. Copy of this report, with the Times advertisement and the two books shown therein, sent on request. COWAN & DENGLER, Inc., 25 West 45th Street, New York.

1932

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Checking Trade Names and Trade-Marks

STANDARD CHEMICAL MANUFACTURING CO. Live Stock, Veterinary & Poultry Preparations OMAHA, NEBR.

Editor of PRINTERS' INK:
Will you please be good enough to check your records of copyrighted and trade-marked names and see whether or not the words "Belle Peau" are used by anyone at the present time?
We contemplate using this for a name

for a line of cosmetics.

JOHN W. GAMBLE, President.

THE NATIONAL SANITARY WIPERS Co. Sterilized Wiping Cloths, Paper Excelsior for Paching CLEVELAND, OHIO

Editor of PRINTERS' INK:

We would like to have you list our trade name "KrimPack," which designates a new packing material. Same consists of Crimped Shredded Paper strips in various grades to answer any packing requirement.

WARREN JOYCE, President.

THE only complete file of regis-tered trade names and trademarks is maintained at Washington by the United States Patent Office. More than 300,000 marks

and names are recorded.

The Patent Office cannot give advice as to whether a trade name or mark is already used by another company, nor can the office, in advance of filing an application for registration, make searches to determine the registrability of a mark. The office, however, has a trade-mark digest open to the public, consisting of an alphabetical list of registered words, and a classification of symbols, birds, animals, etc., as well as a set of trade-marks arranged according to the goods with which they are used.

Those manufacturers who have connections in Washington may have a search made at the Patent Trade-mark attorneys in Washington and in other parts of with Washington the country affiliations may be engaged to look through the Government records.

There also are independent organizations, such as the United States Printing and Lithograph Company at Cincinnati, that have large files of registered and unregistered trade-marks and names. These files are kept up-to-date for the purpose of furnishing trade

name verification.

The Trade Mark Bureau of the United States Printing & Lithograph Company has facts on over 900,000 registered and unregistered names and marks. The information on file is offered as a service without charge to any manufacturer of branded merchandise.—
[Ed. PRINTERS' INK.

Elmer E. Bullis to Represent List of Magazines

Elmer E. Bullis, associated with Lord & Thomas and Logan, Chicago, for more than thirty years, has formed his more than thirty years, has formed his own publishers' representative business in Chicago under the name of Elmer E. Bullis & Associates, Reports some months ago that Mr. Bullis contemplated retiring from business are entirely erroneous, he tells PRINTERS' INK. Mr. Bullis was formerly in charge of the media department, a member of the new business staff and assistant manager of Lord & Thomas and Logan in Chicago. Chicago.

New Accounts to Boston Agency

The Atlantic Products Company, Trenton, N. J., has appointed Dowd & Ostreicher, Inc., Boston advertising agency, to direct the advertising of its bridge table cover division. Magazines and business papers will be used to feature a new suede top bridge table

This agency has also been appointed to direct the advertising of the Minard Company, Framingham, Mass., maker of Minard's liniment and drug products. Newspapers will be used on this

account.

R. S. Wilson Made Goodyear Director

R. S. Wilson, vice-president in charge of sales of the Goodyear Tire & Rubber Company, has been elected a director of that company. Clifton Slusser, vice-president in charge of production, and Frank H. Ginn, Cleveland attorney, have also been made directors.

P. E. H. Levy transvers of the control of the

P. E. H. Leroy, treasurer of the Goodyear company, in addition, has been elected vice-president.

Ritchie for Mayor
Arthur J. Ritchie, vice-president of
the Western Agency, Inc., Seattle advertising agency, has filed his papers as a
candidate for mayor of that city. Before
joining the Western agency Mr. Ritchie
was with the Scripps-Canfield News-

Jan. 14

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C. R. Wiers Returns to DeLong Hook & Eve

Charles R. Wiers, recently with the Spirella Company, Niagara Falls, N. Y., has resumed his former connection as vice-president of the DeLong Hook & Eye Company, of Philadelphia. He will retain his residence in Niagara Falls and work with DeLong salesmen in their different territories.

Mr. Wiers left the DeLong organization in 1924 to join the National Shawmut Bank of Boston in an executive capacity, Later be was in business for himself for a time.

J. H. Van Deventer, Editor, "The Iron Age"

John H. Van Deventer has been appointed editor of The Iron Age, New York, succeeding William W. Macon, who becomes consulting editor. Mr. Van Deventer joined the McGraw-Hill Publishing Company, New York, in 1914, becoming editor of the American Machinist. In 1921 he was made president of the Engineering Magazine Company and editor of Industrial Management and Industry Illustrated, which were later sold to the McGraw-Hill company.

Walter Bligh, Advertising Manager, Syracuse "Herald"

Walter Bligh has been appointed advertising manager of the Syracuse, N. Y., Herald, succeeding J. E. Trower, resigned. Mr. Bligh recently was in charge of the Syracuse office of Prudden, King & Prudden, Inc., publishers' representatives. De Witt Dingman, who has been with Prudden, King & Prudden at New York, will succeed Mr. Bligh in charge of the Syracuse office.

G. W. M. Breadner to Represent "The Chatelaine"

The Maclean Publishing Company, Ltd., Toronto, has appointed G. W. M. Breadner to represent The Chatelaine in its New York office. G. R. Donaldson continues as manager of the Maclean New York office, giving his personal attention more particularly in the future to the representation of Maclean's Magazine.

Appoints Small, Kleppner & Seiffer

The Mountainaire Division of the Burgess Battery Company, New York, has appointed Small, Kleppner & Seiffer, Inc., New York advertising agency, to direct the advertising of the Burgess Mountainaire, a silencing ventilator for eliminating dust, dirt, soot and noise.

Joins J. M. Bundscho, Inc.

Roy B. Shackelford, formerly of Shackelford-Runkle, has joined the organization of J. M. Bundscho, Inc., Chicago, advertising typography.

Ellmaker to Devote All Time to "Pictorial Review"

Following the acquisition of Pictorial Review and its affiliated interests by Lee Ellmaker, associated in the purchase by George S. Fowler, Mr. Ellmaker plans to devote all of his time to Pictorial Review and its affiliated interests.

Although it was originally contemplated and reported that Mr. Ellmaker would continue in an executive capacity with Macfadden Publications, Inc., and supervise some of its newspaper projecties, he has, in accordance with his new plans, severed all his connections with Macfadden Publications, Inc., and its subsidiaries.

According to an announcement made by both the Macfadden Publications and by Mr. Ellmaker, Pictorisal Review was purchased by Mr. Ellmaker as an individual and Macfadden Publications, Inc., neither directly nor indirectly, has any interest with him or with any others in the publication.

Einstein Ouite Bussess

Firestone Quits Bureau Over Copy Dispute

Definitions used in describing tires in advertising have been the subject of a long-drawn discussion among tire manufacturers and between tire manufacturers and the National Better Business Bureau. Counter statements have been made in bulletins issued by the National Bureau and by tire advertisers, particularly the Firestone Tire & Rubber Company.

The disagreement has resulted in the Bureau's decision not to invite Firestone to renew its membership this year and a statement from Firestone announcing its withdrawal from membership.

E. C. Shoup with Distribution Research Association

E. C. Shoup, since 1927 sales promotion manager at the Holyoke, Mass., office of the National Blank Book Company, has been appointed executive secretary of the Distribution Research Association, effective January 15. Headquarters of this association have been moved from New York to Springfield, Mass. Mr. Shoup succeeds P. A. Schneider, who has joined the Dennison Manufacturing Company, Framingham, Mass., in a special research position.

H. J. Ryan Has Own Business

Howard J. Ryan, for several years a partner in the advertising agency of Milne-Ryan-Gibson, Inc., Seattle, has established his own advertising business at that city, with offices in the Stuart Building, under the name of Howard J. Ryan & Associates.

Joins Goes Lithographing

Albert J. Bates, Jr., formerly vicepresident in charge of advertising of the Bates Expanded Steel Truss Company, East Chicago, Ind., has joined the sales staff of the Goes Lithographing Company, Chicago. 32 me ria!

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TRACKS

In these days of business uncertainty every advertising dollar spentmust produce definite and traceable results. Only those markets that have justified themselves in the past should be depended upon at this time.

Advertisers schedulina space in HANDBOOK **FOR BOYShave definite** tracks of their returns as the majority use keyed copy...HAND-**BOOKFORBOYS** is practically a text book of Scouting. In addition, it is one of the most useful and widely read of authoritative outdoor publications.



Regarded as the most popular boys book in the world, the HANDBOOK FOR BOYS has a reader life of from two to three years.

Follow the lead of many prominent advertisersandtrackyour returns by using keyed copy in the new printing of the HANDBOOK FOR BOYS which closes February 15th, HANDBOOK FOR BOYS has a circulation quarantee of 100,000 copies A.B.C. A request will bring you sample copy and rate card.

HANDBOOK FOR BOYS

2 PARK AVENUE NEW YORK

Chicago

Boston 9 West Washington St. Old South Building

Blanchard, Nichols, Coleman Los Angeles San Francisco Seattle

Ieadheen field, nison ham, n.

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63 Per Cent Are "Advertising Managers"

GENERAL ELECTRIC COMPANY SCHENECTADY, N. Y.

Editor of PRINTERS' INK: Will you please refer me to any of your issues that contain articles on the titles that are used by various men involved in advertising? I have in mind that some men are known as Advertising Managers, others as Sales Managers, etc. I should like to see a compilation of such titles and their many variations.

WALTER A. BOWE,

Publicity Department.

A N analysis of a large number of letters received from business organizations shows that 63 per cent signed their titles as advertising managers. But there were many other titles designating advertising and sales promotion positions as follows:

Sales Promotion Manager.
Sales and Advertising Manager.
Manager of Sales Promotion.
Advertising Director.
Manager of Advertising and Publicity.
Merchandising Manager.
Director of Public Relations.
In Charge of Advertising.
Director of Sales and Advertising.
Public Relations Manager.
Manager, Advertising Department.
Manager of Advertising and Sales Promotion Division.
Publicity Manager.
General Advertising Manager.
Director of Advertising.
Director, Advertising and News Department. Superintendent, Advertising Division. Director of Sales Promotion. President and Advertising Manager. General Manager in Charge of Sales and Advertising.

Vice-President in Charge of Advertising. To this list could be added instances of executives who are in charge of advertising, although

General Manager and Advertising Man-

Vice-President, General Sales and Adver-

their titles would not appear to bear out this fact.

tising Manager

Among such are presidents, vicepresidents, general managers and sales managers. The size of a business has a great influence on the kind of titles used. In small companies these titles are obviously simple, but in large organizations they become more complicated .-[Ed. PRINTERS' INK.

F. C. Anders Heads Vancouver Advertising Bureau

Frank C. Anders, of Home Oil Distributors, Ltd., has been elected chairman of the advertising and sales bureau of the Vancouver, B. C., Board of Trade. W. A. Allan Heeney, of the G. H. McDonald Company, has been

G. H. McDonald Company, and appointed treasurer.

Members of the executive committee include Walter Bates, F. W. Benwell, J. B. Cowan, G. N. Gardner, Len Hambly, David Hall. Frank Harris V. C. Irons, Harry Lumby, W. A. MacDonald, J. C. Nicholson and W. C. Stannard.

Ex-officio members are Roy A. Hunter, president of the Pacific Advertising Clubs Association; James Lightbody, past chairman of the bureau; T. S. Dixon; J. W. Gehrke, and D. M. Macdonald donald.

The new board officially takes office on January 29.

Changes on Salt Lake City "Deseret News"

The Salt Lake City Deseret News, formerly published by Heber J. Grant, president of the Church of Jesus Christ of Latter-Day Saints, as trustee-intrust for that organization, has been given a separate existence in order to facilitate business. The paper will hereafter be published by the Deseret News Publishing Company, of which Sylvester Q. Cannon, presiding bishop of the Mormon church, will be president.

B. F. Grant, general manager of the Deseret News, will be vice-president of the new company and D. M. Ockey and N. K. Whitney will be secretary and treasurer, respectively.

treasurer, respectively.

Organize Subsidiary of Wentworth Studio

John Wentworth has been made president of Wentworth Advertising, Inc., a new Minneapolis advertising business formed as a subsidiary of the Wentworth Studio, advertising illustrators of Minneapolis and St. Paul. Other officers of the company are: Richard Allard, vice-president, formerly with the Buick Motor Company and Miss Jorj Carson, secretary and production manager. The company has offices at 1004 Marquette Avenue.

B. H. Horchler Joins A. B. P.

Bennett H. Horchler, formerly business manager at Chicago for Aviation and Western manager of Southern Aviation, has joined the staff of The Associated Business Papers, Inc., as general assistant to H. J. Payne, secretal

Pottery Account to Bott

The Camark Pottery, Camden, Ark... has appointed the Bott Advertising Agency, Little Rock, Ark., to direct its advertising account. Business papers will be used.

Jan. 1

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Heavy ch Fine chen Electro ch Coal by-p Dyes and ucts. **Fertilizers** Insecticid Petroleum Leather Pulp and Rubber

Sugar Wood che Paint and Explosives Oils and fo Glue and a Glass and

Soap

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of the Market

SEVENTY-FIVE per cent of all heavy chemicals manufactured are used by the chemical engineering group—the Process Industries. This group offers a concentrated market for heavy chemicals, since the industries that produce such chemicals are themselves the largest consumers. They account for approximately three-quarters of the total domestic consumption of:

Acids (sulphuric, hydrochloric, nitric, acetic, oxalic), Salt, Sulphur, Alcohol, Alum, Ammonia, Arsenic, Lime, Liquid Chlorine, Soda Ash, Soda (caustic, bichromate, nitrate, silicate, sulphate), Zinc Oxide.

"Chem & Met" is the engineering and production magazine of this group—the Process Industries (see list at left). It is read more closely than any other magazine in these plants and by nearly all the men responsible for buying chemicals, according to a recent survey of purchasing methods.* Furthermore, the latest reading habit survey shows "Chem & Met" preferred by almost twice as many readers as any other magazine in the field. Its circulation is concentrated among production executives and engineers.

If you sell equipment, materials or supplies that the Process Industries can use, ask us for market data.

*We'll be glad to give you details of this survey.

The Process Industries produce:

Heavy chemicals Fine chemicals Electro chemicals Coal by-products Dyes and coal-tar products Fertilizers Insecticides Petroleum Rayon Leather Pulp and paper Rubber Soap Sugar Wood chemicals Paint and varnish Explosives

The engineers and executives of this group are readers of "Chem & Met".

Oils and fats

Glue and gelatine

Glass and ceramics

Chemical & Metallurgical

ABC Engineering ABP

McGRAW-HILL PUBLISHING COMPANY, Inc., 330 WEST 42nd ST., NEW YORK

"To Every People According to its Language"

Our Twenty-fifth Year

Since 1908 the most complete foreign language advertising service

H:L:Winer Special Agency

PUBLISHERS' REPRESENTATIVES
Leading American Foreign Language Newspapers
420 Lexington Avenue

Graybar Bldg. NEW YORK, N.Y.

360 North Michigan Avenue London Guaranty Bldg. CHICAGO, ILL.

Established 1908



Member ABC In

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book.

Interesting the "Not Interested"

How the Writer of Sales Appeal Letters May Rout the "Passive Resistance" of the (Erstwhile) Buying Public

By B. J. Duncan

Your open-mindedness is your most precious possession; use it sparingly.
—Puddinhead Wilson's Calendar.

932

HE (erstwhile) buying public THE (erstwine) buying advice seems to be taking this advice mail. literally when applied to direct mail. if we may judge by the frequency with which "Not interested" is scrawled across sales appeal letters. The closed mind has become epidemic. It is as devastating to business progress as those recurring epidemics of the flu which threw everything out of kilter some time

Just what does it signify and what can be done about it?

There was a pet piece of copy into which I put everything needed to make a sale—the intriguing story of the product, with that which was calculated to arouse the desire of possession; the how and the why of its use by the particular type of prospect; its special value in these difficult times; everything right down to the dotted line-but all too frequently it came back with "Not interested" boldly interested" scrawled across its face.

That may mean any one of twenty different things-that the letter was lacking in sales appeal, that the prospect is broke, that the letter was addressed to the wrong person, etc. Or it may mean -well, getting at the reason is something similar to what the colored parson called "unscrewing the

Resistance from a State of Mind

inscrutable."

I have a notion that there was nothing definitely wrong with my letter, but that it met resistance from a state of mind with which it was not prepared to cope. could not but conclude, therefore, that there exists a general condition of "passive resistance" which must be met. The buying public has taken a leaf from Gandhi's book. It won't buy, because it

won't lift a finger or an eyelash to give the silent salesman an even break.

What has happened is simply this: The buying public, normally mildly sales resistant, but now fearful of bidding good-bye to so much as an extra nickel, has rolled up into a ball, armadillo-like, with that stout armor-"Not interested" protecting it on every side.

In such a situation there are only two things to do: Shoot holes in the armor, or coax it out into the open where normal appeals will have a fighting chance.

Considering the milder remedy first, how can the recipient be coaxed to come out of his shell and look at my letter unafraid? One method I have schemed is a padlock-shaped seal, holding letters and folders closed. This puts the issue right up to the fairmindedness of the prospect, for printed on the padlock are these words:

If You Are NOT INTERESTED-Don't Break This Seal

The man who breaks the seal will have spurred his own interest, by admitting it.

Or why not meet him fairly and squarely on the issue, a sort of myfate-is-in-your-hands attitude, with a sticker loosely attached to the letter by a line of gum at the top, the wording on the sticker running something like this:

Don't Take Time to Write "Not Interested" on This Letter —Please Use This— NOT INTERESTED COUPON-For your convenience simply check

reasons below reasons below
reasons below
I am NOT Interested Because—
I'm Broke and Six Months Behind
on All Installments.
The Missus Needs a New Fur Coat.
My Mind Is Hermetically Sealed to
Any and Every Sales Appeal.
I Have Already Been Sold on Com-

peting Product.

Jan. 14

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Your Letter Would Leave Me Cold in a Fur Coat. Just Because It's a Good Alibi. Business Is So Good I Don't Need Help to Get More. Any Other Good Reasons:

The virtue of this, as I see it, is that chaffing is always in good humor; good humor is contagious, even today, and once caught it may incite a friendly reception for your letter or folder. There is the possibility, too, and it is scarcely less desirable, that the prospect will take you seriously and tell you frankly the real reason why he is not interested. Knowing that, almost any writer of direct-mail copy will know what to do about it. And, of course, he will go into seven fits if it is (what he has been suspecting all along) that the product isn't right.

I have mentioned a pet piece of copy which I was convinced was right; but, on second thought, was it? I have been reading in PRINT-ERS' INK about new merchandising set-ups, now selling ideas which have helped manufacturers to make two sales grow where only one grew before in today's hardpan, And I have an uneasy notion that letter writers will find it possible to get prospects to read sales letters today if they will only do something about it, put something extra appealing into that letter to get attention. The day is past when a 2-cent stamp was all that was needed to reach a prospect!

Meet Armor with Armament

If "Not interested" is scrawled across your sales appeal letters so frequently as to be symptomatic of a state of mind among your prospects, why not attack that condition directly in the body of the letter? Meet armor with armament. Shoot holes in it!

Here is a slant that may help to puncture that armor. It is given merely as a suggestion, and may be varied to meet your particular kind of prospect:

"There was one who was interested!

'Hundreds of boys and young

men have flown kites amid thunder clouds and have felt a tingle in the hand that held the wet string. They are nameless, because they were not interested.

"Everybody knows the name of him who was interested!

"Thousands, yes, hundreds of thousands, of men watched the lids of teakettles rise and fall with the pressure of escaping steam. But they were not interested.

"Everybody knows the name of the man who was interested!

"Getting down to my day and your day, thousands of furnace tenders heard the click of the two metals when warping furnace doors cooled, without interest.

The man who was interested invented a little thermostatic electric switch which he sold to Westinghouse for a cool million dollars!"

With an illustration to attract attention, perhaps a sketchy line drawing beneath the typing or printing, such a letter should challenge interest. But by its very association with epoch-making events, it should also challenge the copy writer to put into it something that is worthy of the reader's interest. Sales letters today, like merchandise, must have selling ideas, ideas that are meritorious enough to catch and hold attention long enough to get a hearing for the product.

This seeming lack of interest is merely a challenge to ingenuity, to the ability to create something that will get behind that smoke screen— "Not interested."

Lyon Van & Storage Has Own Advertising Department

The Lyon Van & Storage Company, whose depositories serve the main cities of California, has established its own advertising and public relations department. Lyon advertising, formerly handled by a Los Angeles advertising agency, will be directed by C. Harold Sexsmith, recently with H. Charles Sieck, Inc., advertising agency.

Appoints Memphis Agency

Layne & Bowler, Inc., Memphis, Layne turbine pumps and water systems, has appointed Lake-Spiro-Cohn, Inc., advertising agency of that city, to direct its advertising account. Magazines and business papers will be used.

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Presents a
New Plan
in this
FREE BOOKLET



Write for Your Copy!

THE smart sales manager, in these trying times, is directing his efforts toward two objectives:

 Getting all the business he can from immediate territories served by his sales force.

2—Going after business in the few "bright spots" on the business map—many of which are far-removed from the home factory.

Direction of sales activities nowadays must be tempered with caution... or mounting overhead will
wipe out all possibility of profit!
Alert executives are finding commonsense information and inspiration in
a booklet published by our Association—a booklet entitled: "Increasing
Your Sales Through the Use of A.
W. A. Merchandise Warchouses."

This booklet, now in its third edition, tells how to gain regional or national distribution for your product at minimum cost...how to reduce branch house overhead by using our warehouses as your own branch distributing points...how to place spot stocks of your merchandise in the cities where your goods can be most readily and profitably sold.

No matter what you make or market, write today for your free copy of the A.W. A. Booklet. It will be a helpful guide to constructive business thinking in this year 1932!



your AMERICAN WAREHOUSEMEN'S ASSOCIATION

1978 Adams-Franklin Bldg. Chicago, Ill.

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When Advertising Returns to the Simple Life

(Continued from page 6)

ity, and there isn't a great deal of human advertising even yet, is there? It's increasing, as our real skill increases. But isn't there still a lot of stuff that must have been written blindfolded, a long, long distance away from that little \$60 a week family which is all that really matters?

All clever things, all arty things, all pompous things and wordy things; all eloquent balderdash and high sounding claptrap, all exaggerations and straining after effect and plain lies; all bought devotion, like its street sister; all insincere tongue-in-the-cheek holier than thou stuff, all talking and writing "down" (save the mark) to people who are often above us—

All this stuff slides off the bowed back of the American people like hay off an elephant. You might better spend your money giving the trade an additional 5 per cent.

And that's why so many sales plans and advertising campaigns drown in the deep water. There is a life-line hooked to the shore but they can't see it for the surf in their eyes.

There is only one plot to every love story in the world. It has four words:

How he got her.

When we get out into deep water, shoved out there often as not by our own ambitions, or because the man who pays the bills wants "something different" or because his competitor paid umpty thousand dollars for some star, let's grab a life-line before a cross shows where the body was last seen.

Let's ask ourselves some simple questions:

Where does this product hook into the life and the thinking and the doing of these people I want to sell it to?

What do they want to know about it (if anything)?

UNDER ONE ROOF



Typography, Engravings and Printing—three important elements in advertising—are produced by The Faithorn Corporation—all under ONE roof—accomplished by ONE concern. Common sense will tell you that it is an economical advantage to place these production needs with ONE competent concern instead of THREE. Faithorn COMPLETE SERVICE functions smoothly—it has become habitual. It is available to those desiring the easiest road for the most difficult jobs. Our ONE contact saves TIME, MONEY and ENERGY. Try us. You have nothing to lose.

THE FAITHORN CORPORATION

Ad-Setters • Engravers • Printers

504 Sherman St., Chicago • Phone Wab. 7820

Jan. 14

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How can I dress it up so they will like to read about it?

Instead of spending hours thinking up unusual ways of presentation, clever ways, striking ways, put in all the time thinking up right ways.

These will be simple ways, sincere ways, and dollars to doughnuts they will fall automatically into what common sense says are the good old lines of least resistance to the human mind.

You know men and women like to attract each other, otherwise there pretty quick wouldn't be any more humanity, don't you?

You know as overtones of the above that men like to be strong, successful, powerful, leaders, good looking, attractive, and popular—and that women like to be pretty and feminine and dainty and just a little weak so the boys can hold them up?

So that when Lux shoots pages at \$12,000 each into telling the gals to keep their lingerie pretty they're right down the alley?

You know men like tools and machinery and women like babies? And so on ad infinitum?

All of which is just to suggest that what is hooked to the shore of sales results is a line made up of simple, good old fashioned, commonplace knowledge of human nature. If you get hold of that and hammer it hard enough, your sales tricks, your art and your grammar and your layout, although they may help put it over, are only spear carriers in the chorus.

When Georgie Cohan used to step down into the footlights and wave the American flag you rose up on your spiritual hind legs and went along with the procession, lickety split.

He just brushed aside your high hat and your stick and grabbed you by the hair on your chest.

One suspects Georgie used to say: "Let anybody paint the scenery. I'll wave the flag."

Join F. Wallis Armstrong

Mrs. Pauline B. Peters and William J. Zindel, formerly with Erwin, Wasey & Company at Philadelphia, have joined the F. Wallis Armstrong Company, advertising agency of that city.



ARBERS still depend on purely local trade. Their centuries-old

advertising, the striped pole, is still effective. But most merchants today go far afield for trade,—and their advertising must travel afield, too. Your printed selling can be as definite, as colorful, as the barber's pole.

For three generations Gatchel & Manning have made photo-engravings in line, halftone and color that have helped sellers make their stories as readat-a-glance as the barber's pole.

GATCHEL & MANNING Isc.

Photo-Engravers

W. Washington Square PHILADELPHIA

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING Co., INC. Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: AShland 4-6500, President, J. I. ROMER; Vice-President, Roy DICKINSON; Vice-President, DOUGLAS TAYLOR; Secretary, R. W. Lawrence; Treasurer, David Marcus.

Chicago Office: 6 North Michigan Avenue, Gove Compton, Manager.

Atlanta Office: 87 Walton Street, GBO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. McKinney, Manager. Pacific Coast: M. C. Mogensen, Manager. San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Canada \$4 plus duty \$2.60 a year. Foreign \$5 a year. Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor G. A. NICHOLS, Managing Editor ROY DICKINSON, ASSOCIATE Editor C. B. LARRABER, ASSOCIATE Editor ROBERT W. PALMER, ASSOCIATE Editor BERNARD A. GRIMES, News Editor

E. B. Weiss
H. W. Marks
J. G. Donley
Don Masson

Chicago: P. H. Erbes, Jr.

NEW YORK, JANUARY 14, 1932

or Less For some weeks, throughout the

advertising business, there has been more than the usual amount of discussion as to the agency commission situation.

It has been dramatized to an extent by the action of the Union Carbide Company in asking business papers that allow agency commissions to give its advertising department the usual agency discount—a request, we understand, that some twenty-seven publishers have granted.

There are those who believe, or affect to believe, that the agitation may result in radical changes in the agency set-up and that advertising may be handled on a basis considerably different from the present basis.

We are not surprised at the discussion; it is a hardy and venerable perennial. Neither is there anything especially remarkable about the Union Carbide action; it is nothing essentially different from similar moves made by other companies except perhaps in degree. Many have attempted the same thing, although maybe not with equal frankness and openness; and others, as in the past, may be expected to follow suit.

But we are puzzled—and many leading advertisers agree with us—at the attitude of those who say the agitation presages a new and revolutionary deal.

People who are seizing upon this Union Carbide case as a possible means of tumbling the agency

commission system into the discard are wasting energy that might profitably be expended in a better cause.

For the agency commission system does not need to be "settled."

It is that way already.

There is not the slightest excuse—much less reason—for all this present beating of tom-toms.

The question is one that settles itself almost automatically—there is if there is a question, which there really isn't.

The reason we say this is that every advertiser in America using agencies can get the kind of service and the size of rate he wants.

If he wishes his account handled on a service fee basis there are plenty of agencies glad to take his business.

If the conventional 15 per cent commission does not appeal to him he may take his choice among a number of agencies that will do the work for 12 per cent, 10 per cent or even less.

We are letting no cat out of the bag when we say this; everybody knows it is so. The split commission agency has been here for a long time.

If 15 per cent gross is too much compensation for a good agency, why are not the split commission

people Simply knows v of agen to get it

Jan. 14,

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much ency, ission people getting all the business? Simply because the advertiser knows what he wants in the way of agency service, knows where

to get it and does get it.

As to Union Carbide, it is only attempting to do in the open what other advertisers have done or tried to do, more or less under cover. Who hasn't heard of the so-called "house agency" which takes the money out of one pocket to pay the bills and puts the commission into the other?

If an advertiser wants a house agency he can have it and still keep within the letter, if not the spirit, of ethical procedure. Sometimes the plan works out and again it doesn't. Quality of service counts here just as it does when the other method is used.

A properly manned and equipped advertising agency—and that means the small as well as the larger agencies—can usually contribute something vital to the advertiser's progress, especially in times like these. The advertiser who correctly visualizes this point does not look covetously upon the 15 per cent allowed the agency by the publisher.

Not everybody can operate such an organization. Don't forget that. A man may be quite a success as an advertising manager, only to be a flop when he attempts to run a house agency for his firm. Advertising managers and agencies necessarily and logically have much in common. But in actual practice the two jobs are widely separated.

One of the country's most progressive advertisers, who has often been quoted in the PRINTERS' INK Publications and whose yearly outlay runs well up into the millions, found this out not long ago. He tossed his house agency into the ash can and gave his account to an agency which does not split commissions.

"We have been doing a pretty

fair job, I guess," he told one of our staff writers, "but we can do a better one. We need a new theme in our advertising, and maybe the Blank agency can give it to us."

So there you are.

Not a single new basic element is to be found in the whole current agitation. It is the same concoction that has been dished up in various forms for years.

The individual advertiser has nothing to fight for; nothing to get excited over. He is a free agent privileged to make his own choice and has a wide range of selection. He can decide upon the kind of service he wants, get what he pays for and pay for what he gets.

Why, then, all the shooting?

Waterbury A simple, comto Pittsburgh mon sense and practical story told by W. E. Edwards, president of the Derby, Ball, Edwards Corporation of Waterbury, Vt., in PRINTERS' INK MONTHLY for January, contains a laboratory lesson worthy of the most careful attention of big manufacturers in Pittsburgh, Cleveland, Newark or Detroit. Idle floor space and idle machinery of the plant which expanded too rapidly during the boom times, is one of the great problems which faces the country in 1932. What is going to happen to these great plants that built for a boom market and then saw it disappear?

Mr. Edwards of Waterbury has the answer for some of them at least. His own market for scythe handles affected not only by current conditions but also by a long-time trend to reduce consumption as machine farming lessened the use of hand tools, he had to think of something to supplement its regular merchandise. It was decided that the new product would have to be made of the same material used in the original product and capable of being made on the existing machinery. How this company with these two qualifications determined,

· Jan. 14

made a thorough investigation, experimented first in a small way, then finally by adding basic new ideas to the manufacture of baseball bats almost revolutionized the industry makes fascinating reading.

This accomplishment by a small manufacturer, one of several similar examples which have been outstandingly successful during the past year, offers a constructive suggestion to big business.

The big company which isn't too proud or too unwieldy to learn from its smaller neighbors and competitors, is going to make a far better showing in the year just ahead than that business which thinks, because it is big and has capacity for large production it can afford to ignore changing trends and times.

Selling vs. Stabilizing than the average person can name offhand have been subjected to stabilization plans of one sort or another during the last few years. So far none of these plans has succeeded and none seems very promising. The difficulty is that fundamental economic laws make haywire of artificial means devised to subvert them.

The reason for attempted control is, in almost every case, an oversupply in existing, visible stocks of raw materials. The common-sense way to tackle the problem would seem to be by stimulating the use of finished products into which these materials enter. But only one planthe Chadbourne sugar plan, which now seems to be hanging in the balance-shows any inclination to seek ways and means of developing new markets.

Eventually the situation will work itself out, for low commodity prices resulting from oversupply will finally be translated into such attractive prices for finished products that consumer buying will readily take up the slack.

In hides and shoes, such a development is apparently going on. President George W. Johnson says that the Endicott-Johnson Corporation is today selling shoes cheaper than at any time in

twenty-five years, considering the difference in labor cost. "We are able to do this," he says, "on account of the very low price of hides, our basic raw material."

The Endicott-Johnson Corporation has just reported sales in units of pairs for the first eleven months of 1931, exceeding by 15 per cent those in the like period of 1930. Dollar volume, at the same time, was 4.7 per cent less. It is noteworthy, as proof that it pays to bring prices into line with basic costs, that net profits for the first eleven months of 1931 were more than three times net profits for the entire year 1930.

It is too bad that Industry report rethe Visits the cently presented Doctor by O. H. Cheney to the National Association of Book Publishers and the Employing Book Binders of America cannot get a thorough reading by manufacturers in other industries. It may have its faults, but with all of these considered, it remains a searching analysis of an industry.

Undoubtedly the book industry, has been backward, yet even the most superficial reading of the Cheney report shows that it has many weaknesses in common with what are considered much more progressive industries. Look, for instance, at the recommendations concerning integration of merchandising:

"More complete sales programs by publishers with firm connections at the book stores. Experimental investigation of advertising mediums by co-operation of publishers, booksellers, the mediums themselves, and the agencies. Better trade journal advertising copy. Elimination of advertising allowances paid in books."

By changing "publisher" to "manufacturer" and "bookseller" to "retailer" we have a pretty good program of action for a great many different industries.

The book industry has had the courage to submit itself to a thorough, unprejudiced examination. It would be a good thing for business generally if other industries would find similar courage.

Why This Agency's Business Increased 17% in 1931 . . .

THEY SAY THAT it's an ill wind that blows nobody good.

Certainly the ultimatum which Business has handed to Advertising—"PAY YOUR WAY!"—has cleared the air of much professionalistic chatter about consumer acceptance, balanced layouts, institutionalizing, etc.

"TEST IT!" is the keyword today. For, since buying power is weaker, selling power must be stronger! And the way to see whether greater seiling power can be put into your advertising is to test.

As Kenneth M. Goode, Contributing Editor of Advertising & Selling says: "The Test is the nearest thing to sales insurance an ordinary advertiser can contrive."......" A manufacturer can no more admire his pet advertisement into a profit than a mother can adore her favorite son into the Presidency."

This "Prove-It" attitude of today is a challenge neither new or unreasonable to agencies which have always had to prove, with direct results, the success or failure of their copy. The necessity for testing various appeals and media, and checking inquiries and sales—before going ahead with a campaign—is their standard method of operation, in good times or bad.

The fresh wind which carries this "Missouri" scrutiny into advertising is good for the business as a whole. And it is welcomed by agencies which have grown on the exacting basis of the checked and carded results produced for clients.

SCHWAB and BEATTY, Inc.

The TESTED COPY PLAN in Advertising

386 Fourth Avenue New York City

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Advertising Club News

Adcraft Club Sees American Business Pageant

George Washington, Benjamin Frank-lin, Captain John Smith and Daniel Webster came to life again at the Pageant of American Business History which featured the first meeting of the new year of the Aderaft Club of Detroit.

Eighteen periods of American history, from 1608 to the present, furnished the background of the pageant which aimed

background of the pageant which aimed to show that America has had other hard times but always recovered. There were three Father Times in the presentation—1929, 1930 and 1931—always together, they said, because they represented "one big headache."

In the center of the dining-room a whipping post had been erected with a dummy figure of Depression as the culprit tied to it. At the end of the pageant, a beautiful girl representing Prosperity came into the room, dragged down the dummy and tossed it into an ashcan. ashean

L. F. McKay Heads Magazine Club of Detroit

L. F. McKay, Detroit manager of Judge, has been elected president of The Magazine Club of Detroit. He succeeds C. C. Hood.
Other officers elected are: Vice-president, Jack Henderson, Crowell Publishing Company; treasurer, C. C. Ryan, Sprague Publishing Company, and secretary, M. P. Ghee, McCall Publishing Company. Company, . . .

Poor Richard's "Albert" Is Dead

Albert Chaney, for seventeen years the doorman of the Poor Richard Club of Philadelphia and known to many advertising men who have visited the Philadelphia club's headquarters, died recently. He had been away from his duties for eighteen months for his health, being cared for by the club. "He was as much a part of the club as its fellowship" writes the "Poor Richard Almanack."

Cleveland Clubs Merge

The t. f. Club of Cleveland, an organ-The t. t. Cull of Cleveland, an organization of business paper representatives, has merged its organization with the industrial sales division of the Cleveland Advertising Club. The t. f. group will continue to have its own meetings from time to time. . .

St. Louis Club Moves Headquarters

The headquarters of the Advertising Club of St. Louis, which have been located in the Jefferson Hotel for several years, have been moved to the Hotel Statler.

Pacific Advertising Group Chooses Convention Theme

At an executive conference held recently at Portland, Oreg., the Pacific
Advertising Clubs Association decided
upon "Preparing for Sustained Prosperity" as a theme for its annual convention to be held at Vancouver, B. C.,
from July 5 to 9. Topics for the
three-minute speaking contest, a feature
of the convention, will be "New Jobs
for Advertising" "How Advertising
Unlocks the Dollar" and "What Does
Truth in Advertising Mean to the Public Today?"

The association has voted to grant

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The association has voted to grant

The association has voted to grant The association has voted to grant equal rights to women in the matter of holding office. Roy A. Hunter, of Vancouver, president of the association, has announced that an advertising club is being formed at Vancouver which will apply for membership at the convention in July.

Heads San Antonio Club

Heads San Antonio Ciub
LeRoy Swartzkopf, advertising manager of the A. B. Frank Company, has been elected president of the San Antonio, Texas, Advertising Club, succeeding William Brockhausen. Claude Aniol, of the Southwestern Engraving Company, has been made vice-president. John L. Lewis, of the Lewis Advertising Agency, and William L. Hoefgen, of the San Antonio Weekly Dispatch, have been elected secretary and treasurer, respectively. These two offices were formerly held by one individual. Directors elected include Al Hewing, Herman H. Ochs, R. G. Coulter, A. Jouffray, Porter Loring, J. B. Higdon, Sidney J. Ballinger, and Mr. Brockhausen, ex-officio member of the board.

Made Director of New York Women's Club

Sue Flanagan has been elected a director of the League of Advertising Women of New York, Inc., to serve for the remainder of this year and next year. She succeeds Mrs. Crete Cochran Dahl, who has resigned from the direct

What They Wanted, They Got Fuller & Smith & Ross, Inc. Cleveland

Editor of PRINTERS' INK: Thank you very much for your prompt reply to our telegraphic request for information regarding the trademark decision involving conflict between the terms "Ice-o-matic" and tween the terms

This information gave us exactly what we needed and is another indication of the splendid service that PRINTERS' INK gives to its subscribers and the advertising fraternity as a whole.

G. R. Hunter,

Account Executive.

Editor The attenti terest for in phone Obv of goo the ot from !

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Why Not Sell Your Sample, Mr. Murray?

ARTHUR MURRAY'S STUDIO NEW YORK

Editor of PRINTERS' INK:

The enclosed clipping has come to my attention. This question may be of interest to your readers, "Should rates for instructions be given on the telephone?"

Obviously we are losing a good deal of good-will by our present method. On the other hand how could I effectively sell dancing lessons, courses ranging from \$25 to \$400, over the telephone?

MR. MURRAY, famed dancing instructor, puts a question right up to us in his letter and we are going to try to answer it just as frankly. The item to which Mr. Murray refers appeared in the Little Schoolmaster's column and came from a first hand report by a friend of the Schoolmaster, a suburban housewife. So we have asked the same housewife to make a constructive suggestion. It sounds rather sane to us. We pass it on to Mr. Murray for what it is worth.

She suggests two things: 1. A more pleasant method of conversation by the operator who answers the telephone. 2. The inauguration of a sampling campaign in the form of a practice lesson.

The first suggestion brings up a question which is important to every owner of a business. As Mr. Murray says, a certain amount of good-will is always lost when a refusal to do something which the inquirer has been led to expect will be done, is made over the telephone. Such a refusal is made doubly dangerous when it is handled by people of anything less than infinite tact and ingenuity. Almost any concern can improve its technique along the lines of building goodwill over the telephone if it makes a careful analysis and check-up and now is a good time to start such a check-up.

The second suggestion made by the telephone inquirer has, according to our information, already occurred to Mr. Murray and he has such a proposition to offer.

Why couldn't that offer be the

first thing suggested to an inquirer by the telephone saleslady at the studio? Then after the prospect had tried the sample the efficient teachers could outline the cost of a subsequent course. Some people want to turn into expert dancers, others want merely to learn a few new steps for ordinary country club or hotel tea dancing. There seems to be no reason why anyone with as well advertised a product as Mr. Murray's should lose any good-will over the telephone.

It is worth every effort on the part of any business man in these times to see that good-will is created and not destroyed.—[Ed. PRINTERS' INK.

To Advertise New Cemetery

Paul L. Newell, formerly sales promotion manager of the Albert Pick-Barth Company, has been appointed advertising director of the Eastern Orthodox Church Cemetery Sales Corporation, New York. This corporation will sell plots in the Eastern Orthodox Cemetery which has been opened at Carteret, N. J. An advertising appropriation of \$80,000 has been set aside and will be used in metropolitan New York, New Jersey and foreign language newapapers. As yet no advertising agency has been selected.

New Account for King & Wiley

The Gerson-Stewart Corporation, Cleveland, manufacturer of cleansing and disinfecting compounds for industrial and domestic use, has appointed King & Wiley & Company, advertising agency of that city, as advertising counsel. Plans include the use of radio and direct mail.

Sta-Rite Hair Pin to Mace Agency

The Sta-Rite Hair Pin Company, Shelbyville, Ill., has appointed the Mace Advertising Agency, Peoria, Ill., to direct its advertising account. This year's campaign will include rotogravure sections of metropolitan newspapers, magazines, business papers and direct mail.

Tractor Account to Basford

The Linn Manufacturing Company, Morris, N. Y., manufacturer of truck-tractors, has appointed the G. M. Basford Company, New York advertising agency, to direct its advertising account.

With Plandome Press

F. Douglas Campbell, formerly director of sales of the Bartlett-Orr Press, has joined the staff of the Plandome Press, Inc., New York, printing.

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Here's The Man Who Can Buy QUALITY PRODUCTS

INCOME over \$16,000. Owns over \$119,000 in securities. Carries over \$42,000 in life insurance. Owns at least one motor car. Such a man is a prospect who can afford to buy.

The above description fits the average reader of Barron's, The National Financial Weekly—as shown by a recent survey. Barron's is one of the Barron Group: The Wall Street Journal, Boston News Bureau, and Barron's The National Financial Weekly. This average is typical of the readers of the BARRON GROUP.... a national group circulation available to the advertiser. Here is a circulation for which there is no substitute. Here are the people who can afford to buy quality products.

A recently completed survey entitled "Wealth", a 24-page booklet of facts and figures bearing on this concentrated quality market, will be sent to interested advertisers or their agencies.

> A special rebate covering all three papers of THE BARRON GROUP

This special rebate will be quoted to advertisers or advertising agencies upon application.

Address either: E. B. Ross, Advertising Department of The Wall Street Journal, 44 Broad Street, New York City, or Guy Bancroft, Advertising Manager of Boston News Bureau, 36 Kilby Street, Boston, Massachusetts

The BARRON GROUP

The Wall Street Journal Boston News Bureau

Barron's, The National Financial Weekly

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Psycholo

Sunset 14

National Sportsman 14

Boys' Life 9

American Boy 9

†Scribner's 14

Jan. 14, 1932 P	RINTE	RS' INK	121
JANUARY MAGAZIN	ES	Pages	Lines
		Dream World 13	5,636
VOLUME OF ADVERTISIN	G IN	True Experiences 13	5,636
MONTHLY MAGAZINE	6	Life 13	5,606
(Exclusive of publishers' or		†American Rifleman 13	5,598
advertising)	WIL	Field & Stream 13	5,471
		The Grade Teacher 12	5,308
Pages		Street & Smith's Big Seven	
Town & Country (2 issues) 59	39,429	Group 24	5,264
Motor Boating 87	37,530	Elks Magazine 12	5,216
The Spur (2 issues) 49	32,872	Atlantic Monthly 23	5,194
Fortune 43	27,334	Film Fun 12	5,148
The Chicagoan (Dec.) 35	23,496	Hunting & Fishing 12	4,980
Country Life 33	22,120	The Scholastic (1 Dec. is.) 11	4,748
Nation's Business 50	21,330	Screenland	4,662
Vanity Fair 32	20,012	Screen Romances 11	4,623
House & Garden 29	18,346	Golden Book 18	3,934
Popular Mechanics 79	17,650	National Republic 9	3,920
Forbes (2 Dec. issues) 41	17,518	Outdoor Life & Recreation 9	3,860
Arts & Decoration 25	16,464	Young Men 9	3,579
Cosmopolitan 34	14,716	Open Road for Boys 8	3,562
Physical Culture 34	14,391	Model Airplane News and	3,300
The American Magazine 31	13,155	Junior Mechanics 8	2.420
*Management Methods 30	13,013	Newsstand Group 15	3,429
Popular Science Monthly., 29	12,366	Asia 7	3,220
The Sportsman 20	12,359		
Christian Herald 18	11,980	American Mercury 14	3,086
Home & Field 18	11,484	Munsey Combination 13 Nature Magazine 7	2,912
Polo 15	10,400	Nature Magazine 7 Rotarian 6	2,845
House Beautiful 16	10,109		2,764
Motion Picture 22	9,533	The Lion 6	2,709
World's Work 22	9,504	Scientific American 6	2,574
Movie Classic 21	9,211	Current History 10	2,167
The Instructor Magazine 13	8,989	American Forests 5	2,100
Redbook 21	8,936	Blue Book 4	1,707
Radio News 21	8,908	St. Nicholas 4	1,665
Harpers Magazine 38	8,596	Bookman 4	896
Extension Magazine 12	8,399	Street & Smith Combination 4	896
National Glider and Air-	0,000	*Formerly System.	
plane News 19	8,151	†Larger Page Size.	
Travel 13	8,122	WOMEN'S MAGAZINE	8
Review of Reviews 19	8,030	Page	
American Golfer 13	7,996	Vogue (2 issues) 79	49,352
Country Club Magazine 13	7,850	Harper's Bazaar 61	40,890
True Confessions 17	7,354	Ladies' Home Journal 44	30,230
Better Homes & Gardens 16	7,020	Good Housekeeping 60	
Modern Living 16	6,924	Woman's Home Companion 30	25,785
American Home 11	6,774		20,291
Silver Screen	6,740	McCall's	19,752
Screen Book 16	6,728	True Story 34	14,628
American Legion Monthly 15		Delineator 21	14,353
	6,277	Pictorial Review 19	13,009
Picture Play	6,149	Photoplay 23	9,778
Forum14	6,144	The Parents' Magazine 20	8,690
True Detective Mysteries 14	6,107	Tower Magazines 17	7,184
Magazine of Wall Street (2		Junior League Magazine 17	7,087

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Household Magazine 9

Farmer's Wife 9

True Romances 14

Holland's 7

Woman's World 7

Child Life 9

American Girl 6

6,449

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100			2011	14, 1932
Pa	ges	Lines	December 22-28 Pages	Lines
	3	2,201	Saturday Evening Post 17	11,265
Messenger of Sacred Heart 1	10	2,154	New Yorker 25	10,871
	4	1,752	Collier's 11	7,355
	2	738	American Weekly 3	4,970
John martin o Door	_		Time 11	4,849
CANADIAN MAGAZII	NES	1	Business Week 10	4,304
(December Issues)			Liberty 5	2,321
Pag		Lines	Literary Digest 5	2,198
Maclean's (2 issues) 4	-	34,249	The Nation 4	1,600
Mayfair		33,700	Judge 4	1,598
Can. Homes & Gardens 4		25,661	New Republic 3	1,160
Canadian Home Journal 3		25,381	Outlook 2	928
The Chatelaine 2		20,062	Churchman 2	744
Western Home Monthly 2		16,183		
Rod & Gun in Canada 1		7,069	December 29-31 Pages	
Rou & Oun in Canada	U	7,003	Business Week 6	2,731
DECEMBER WEEKL	IES		The Nation 3	1,350
December 2-7 Pag		Lines	Outlook 2	870
Saturday Evening Post 8		54,627	New Republic 2	760
American Weekly 1		29,075	Totals for December Pages	
New Yorker 6		28,868	Saturday Evening Post200	135,948
Time 4		19,648	New Yorker207	89,227
Collier's		12,289	American Weekly 34	64,731
		6,938	Collier's 78	52,785
Liberty 10		6,445	Time120	51,526
Business Week 1		5,497	Business Week 60	25,823
The Nation (Book Section	9	3,477	Literary Digest 47	21,319
Included) 12	2	4,900	Liberty 41	17,753
Judge		3,672	The Nation 28	11,300
Churchman		2,123	Judge 26	10,477
	4	1,575	New Republic 20	8,281
aren ampanen	2	963	Churchman 18	7,165
Outlook			Outlook 11	5,258
December 8-14 Pag		Lines	RECAPITULATION OF ADVI	ERTIS-
Saturday Evening Post 64		43,494	ING IN MONTHLY CLASS	
New Yorker 67		28,812	FICATIONS	
Collier's 30		20,162	Pages	Lines
American Weekly 10		18,977	1. Vogue (2 issues) 79	49,352
Time 36		15,330	2. Harper's Bazaar 61	40,890
Business Week 18		7,750	3. Town & Country (2 is.) 59	39,429
Literary Digest 13		6,008	4. Motor Boating 87	37,530
Liberty 11	ı	4,742	5. Maclean's (2 Dec. is.) 49	34,249
New Republic (Book Sec-		2 222	6. Mayfair (Dec.) 53	33,700
tion Included)		3,322	7. The Spur (2 issues) 49	32,872
Judge	-	3,243	8. Ladies' Home Journal 44	30,230
The Nation		2,300	9. Fortune 43	27,334
Churchman		1,895	10. Good Housekeeping 60	25,785
Outlook 3	,	1,453	11. Can. Ho. & Gar. (Dec.) 41	25,661
December 15-21 Page	es	Lines	12. Can. Ho. Jour. (Dec.) 36	25,381
Saturday Evening Post 39		26,562	13. The Chicagoan (Dec.). 35	23,496
New Yorker 48		20,676	14. Country Life 33	22,120
Collier's 19		12,979	15. Nation's Business 50	21,330
American Weekly 6		11,709 -	16. Woman's Home Comp. 30	20,291
Time 27		11,699	17. The Chatelaine (Dec.) 29	20,062
Literary Digest 15		6,668	18. Vanity Fair 32	20,012
Business Week 13		5,541	19. McCall's 29	19,752
Liberty 9		3,752	20. House & Garden 29	18,346
Churchman 6		2,403	21. Popular Mechanics 79	17,650
Tudas		1 964	22 Forbes (2 Dec is) 41	17 518

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23. Arts & Decoration 25

24. West. Home Mo. (Dec.) 23

25. Cosmopolitan..... 34

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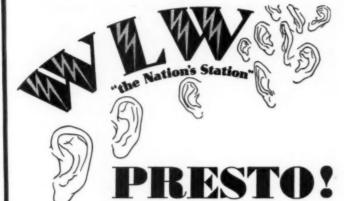
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A decade ago it seemed impossible. Today—a turn of a switch and the vast WLW audience is yours. Because WLW is powered by 50,000 watts, operates on a clear channel with 100% modulation, it can be tuned in clearly and distinctly-imparting all the sparkle and brilliance that makes your program forceful and convincing to an enormous audience of your logical prospects. Successful advertisers are high in their praise of the effectiveness of this radio station. Learn more about WLW in facts, figures and illustrations in our free 48-page brochure.



The aliver veice of Charlie Dameron is well known throughout the WLW territory. His tremendous popularity benefits grattly the advertiges of whose programs he appears. Like all WLW stars, he has a following that listens fathfully for every performance.

Near the Center of the Dial Near the Center of Population

THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, Jr., President

CINCINNATI

FOUR-YEAR RECORD OF JANUARY ADVERTISING

	1932	1931	1930	1929	Total
		Liman	Lines	Times	Local
	Lines	Lines	Lines	Lines	Lines
Town & Country (2 issues) Macleans (2 Dec. issues)	39,429	54,042	78,400	76,887	248,758
Macleana (2 Dec. issues)		46,900	48,697	48,443	
Harrison & Conden	10 346	20 220	60 773	60.012	170,000
House & Garden	10,540	38,229	60,773	60,912	178,260
Country Life	18,346 22,120 21,330	33,244 30,438	54,721 45,977	55,210	165,295
Nation's Rusiness	21.330	30.438	45,977	39,803	137.548
A de Decembion	16,464	20 796	44 699	44 194	126 122
Arts & Decoration	10,404	30,786	44,688	44,184	130,122
Forbes (2 Dec. issues)	*17,518	*22,118	41.096	42,778	
Vanity Fair	20,012	25.151		36,376	117 584
House & Garden Country Life Nation's Business Arts & Decoration Forbes (2 Dec. issues) Vanity Fair	20,020			30,010	117,000
	17,650	23,800	31,808	35,840	109,098
House Beautiful	17,650 10,109	23,800 17,468 14,863	31,808 31,837 30,459	35,103	94.517
House Demands	8 030	14 963	20.450	35,103 36,863	20 216
Review of Reviews	8,030	14,000	30,435	30,000	123,510 117,584 109,098 94,517 90,215
World's Work	9 504	17,367	20,671	40,104	87,646
American Home	6,774	17,160	26 544	26.096	76 574
American Home	0,11	17,200	26,544	26,096	/0,354
Popular Science Monthly	12,300	13,027	22.540	26,470	74,403
The American Magazine	12,366 13,155 14,391	13,027 17,672	22.605	17.962	71.394
THE PHILIPPIN PROPERTY.	14 301	14 560	17 644	02 125	CR 720
Physical Culture	14,371	14,560	17,044	26,470 17,962 22,125 18,681	71,394 68,720 68,307
	14,/10	15,938	18,972	18,681	68.307
Obstation Harold	11,980	414 E1E			£7 Q52
Christian Herald	11,700	\$14,515			37,934
Harpers Magazine	8,596	12,348		18 844	56 280
Motion Picture	9,533	11.904	15.889	13.982	\$1.308
MOUTON A TOWNS	£ 606	40 564	15,889 †15,101 14,739 12,883	13,982 †19,508 14,711 14,205	51,308 49,779 46,806
Life Better Homes & Gardens	5,606	19,504	713,101	119,300	49,772
Retter Homes & Gardens	7,020	10,336	14.739	14,711	46.806
Detter around	8,936	10,656	12 283	14 205	46 680
Redbook		10,000	12,883	14,500	46,680
Roginso	6,144	12.019	14,13/	13,702	40,022
Asteria Monthly	5 194	8.879	14 095	14 967	43,135
Atlantic Montaly	3,100	0,072	17,020	17,500	90,200
True Detective Mysteries	5,194 6,107	11,123	12,020	12,683	41,933
Atlantic Monthly True Detective Mysteries Field & Stream	5,471 5,887	11,123 7,930 6,297	10.582	11,297	35 280
Field a Stream	£ 997	6 207	10 216	11,297 12,383	35,280 34,783
Scribner's	3,807	0,497	10,210	12,303	34,700
Scribner's American Boy	5,893	7,797	8,969	10,985	33,644
The Tite		6.120			20 250
Boys' Life	5,900	0,140			28,358
National Sportsman	5,918	6,809	7,121	8,308	28,211
Estension Magazine	5,918 8,399 5,928	6,864 7,552 7,473	7,121 5,280	6.639	27 870
Extension magazine	5,029	2 473	1 008	6 240	20,526
Sunset	3,940	7,413	6,885	0,240	20,340
Boys' Life National Sportsman Extension Magazine Sunset Screenland Outdoor Life & Recreation American Mercury	4,662	6.921	5.303	8,557	27,870 26,526 25,443
Determine Tife & Percention	3,860	4 600	5 227	7 316	21 003
Outdoor Lite & Accreation	3,000	7,000	5,227	7,010	21,003
American Mercury	3,086	4 352	5 222	7,/16	20,372
Ones Road for Boys	3 562	4.587	5.593	5,610	19 352
Open Road for Logs	50 574	27 006	5,593 6,069	3.010	10,000
Scientific American	4,314	"5,000	0,000	5,611 3,584	19,200
No.			4 4 7 7 7	0.00.	18 000
Munsey Combination	2.912	4.032	4,480	3,584	13,008
Munsey Combination	3,562 *2,574 2,912 1,665	4,032	4,480	1,502	9 537
Open Road for Boys Scientific American Munsey Combination St. Nicholas	1,000	3,332	4,480 2,038	1,502	19,352 19,260 15,008 8,537
Munsey Combination St. Nicholas	1,000	3,332	2,038	1,502	8,537
Munsey Combination St. Nicholas Totals	1,000	3,332	2,038 855,761	1,502	2,809,782
Munsey Combination	1,000	3,332	4,480 2,038 855,761 Issues, †	1,502	2,809,782
_	1,000	3,332	4,480 2,038 855,761 Issues. †	1,502	2,809,782 Issues.
Totals *Smaller Page Size. ‡Four Dec.	430,996 Issues.	616,970 §Five Dec.	855,761 Issues. †	1,502	2,809,782 Issues.
Totals *Smaller Page Size. ‡Four Dec.	430,996 Issues.	616,970 §Five Dec.	855,761 Issues. †	906,055 Four Jan.	2,809,782 Issues.
Totals *Smaller Page Size. ‡Four Dec.	430,996 Issues.	616,970 §Five Dec. AGAZINE 62,446	855,761 Issues. †	906,055 Four Jan. 93,608	2,809,782 Issues.
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Totals *Smaller Page Size. ‡Four Dec.	430,996 Issues.	616,970 §Five Dec. AGAZINE 62,446 53,830	855,761 Issues. † S 84,005 67,437	906,055 Four Jan. 93,608 59,805	2,809,782 Issues. 289,411 221,962
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Totals *Smaller Page Size. ‡Four Dec. Vogue (2 issues) Harper's Bazzar Ladies' Home Journal Good Housekeeping	430,996 Issues. (IEN'S MA 49,352 40,890 30,230 25,785	616,970 §Five Dec. AGAZINE 62,446 53,830	855,761 Issues. † S 84,005 67,437	906,055 Four Jan. 93,608 59,805 53,661	2,809,782 Issues. 289,411 221,962 190,753
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Totals *Smaller Page Size. ‡Four Dec. WOM Vogue (2 issues) Harper's Bazaar Ladies' Home Journal Good Housekeeping Woman's Home Companion	430,996 Issues. (EN'S MA 49,352 40,890 30,230 25,785 20,291	616,970 §Five Dec. AGAZINE 62,446 53,830 41,026 32,585 31,025	855,761 Issues. † S 84,005 67,437 65,836 39,921 31,182 24,730	906,055 Four Jan. 93,608 59,805 53,661 40,290 27,188 24,607	2,809,782 Issues. 289,411 221,962 190,753 138,581 109,686
Totals *Smaller Page Size. ‡Four Dec. WOM Vogue (2 issues) Harper's Bazaar Ladies' Home Journal Good Housekeping Woman's Home Companion McCall's	430,996 Issues. (EN'S MA 49,352 40,890 30,230 25,785 20,291	616,970 §Five Dec. AGAZINE 62,446 53,830 41,026 32,585 31,025	855,761 Issues. † S 84,005 67,437 65,836 39,921 31,182 24,730	906,055 Four Jan. 93,608 59,805 53,661 40,290 27,188 24,607	2,809,782 Issues. 289,411 221,962 190,753 138,581 109,686 96,367
Totals *Smaller Page Size. ‡Four Dec. WOM Vogue (2 issues) Harper's Bazaar Ladies' Home Journal Good Housekeeping Woman's Home Companion McCall's Delineator	430,996 Issues. (EN'S MA 49,352 40,890 30,230 25,785 20,291	616,970 §Five Dec. AGAZINE 62,446 53,830 41,026 32,585 31,025	855,761 Lissues. † S 84,005 67,437 65,836 39,921 31,182 24,730 23,900	906,055 Four Jan. 93,608 59,805 53,661 40,290 27,188 24,607	2,809,782 Issues. 289,411 221,962 190,753 138,581 109,686 96,367 82,014
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Totals *Smaller Page Size. ‡Four Dec. WOM Vogue (2 issues) Harper's Bazaar Ladies' Home Journal Good Housekeeping Woman's Home Companion McCall's Delineator Pictorial Review True Story	430,996 Issues. (EN'S MA 49,352 40,890 30,230 25,785 20,291	616,970 §Five Dec. AGAZINE 62,446 53,830 41,026 32,585 31,025	855,761 Issues. † S 84,005 67,437 65,836 39,921 31,182 24,730 20,686 15,408 14,023	906,055 Four Jan. 93,608 59,805 53,661 40,290 27,188 24,607	289,411 221,962 190,753 138,581 109,686 96,367 82,014 78,831
Totals *Smaller Page Size. ‡Four Dec. WOM Vogue (2 issues) Harper's Bazaar Ladies' Home Journal Good Housekeeping Woman's Home Companion McCall's Delineator Pictorial Review True Story	430,996 Issues. 430,996 Issues. 49,352 40,890 30,230 25,785 20,291 19,752 14,353 13,009 14,628 9,778 6.058	616,970 §Five Dec. AGAZINE 62,446 53,830 41,026 32,585 31,025	855,761 Issues. † S 84,005 67,437 65,836 39,921 31,182 24,730 20,686 15,408 14,023 11,278	1,502 906,055 Four Jan. 93,608 59,805 53,661 40,290 27,188 24,607 20,371 24,396 18,558 14,564 11,742	289,411 221,962 190,753 138,581 109,686 96,367 82,014 78,831
Totals *Smaller Page Size. ‡Four Dec. WOM Vogue (2 issues) Harper's Bazaar Ladies' Home Journal Good Housekeeping Woman's Home Companion McCall's Delineator Pictorial Review True Story	430,996 Issues. 430,996 Issues. 49,352 40,890 30,230 25,785 20,291 19,752 14,353 13,009 14,628 9,778 6.058	616,970 § Five Dec. AGAZINE 62,446 53,830 41,026 32,585 31,025 27,278 23,390 20,740 13,915 10,699 8,055	855,761 Issues. † S 84,005 67,437 65,836 39,921 31,182 24,730 20,686 15,408 14,023 11,278	1,502 906,055 Four Jan. 93,608 59,805 53,661 40,290 27,188 24,607 20,371 24,396 18,558 14,564 11,742	289,411 221,962 190,753 138,581 109,686 96,367 82,014 78,831
Totals *Smaller Page Size. ‡Four Dec. WOM Vogue (2 issues) Harper's Bazaar Ladies' Home Journal Good Housekeeping Woman's Home Companion McCall's Delineator Pictorial Review True Story	1,065 430,996 Issues. { EN'S M ₄ 49,352 40,890 30,230 25,785 20,291 19,752 14,353 13,009 14,628 9,778 6,058 8,690	616,970 616,970 8 Five Dec. AGAZINE 62,446 53,830 41,026 32,585 31,025 27,278 20,740 13,915 10,699 8,055 9,969	855,761 Issues. † S 84,005 67,437 65,836 39,921 31,182 24,730 20,686 15,408 14,023 11,278	1,502 906,055 Four Jan. 93,608 59,805 53,661 40,290 27,188 24,607 20,371 24,396 18,558 14,564 11,742	2,809,782 Issues. 289,411 221,962 190,753 138,581 109,686 96,367 82,014 78,831 62,509 49,064 37,133 35,996
Totals *Smaller Page Size. ‡Four Dec. WOM Vogue (2 issues) Harper's Bazaar Ladies' Home Journal Good Housekeeping Woman's Home Companion McCall's Delineator Pictorial Review True Story	430,996 Issues. 1 (EN'S MA 49,352 40,890 30,230 25,785 20,291 19,752 14,353 13,009 14,628 9,778 6,058 8,690 6,449	3,332 616,970 8 Five Dec. AGAZINE 62,446 53,830 41,026 32,585 31,025 27,278 23,390 20,740 13,915 10,699 8,055 9,969 *8,784	855,761 Issues. † S 84,005 67,437 65,836 39,921 31,182 24,730 20,686 15,408 14,023 11,278 8,323 *7,336	1,502 906,055 Four Jan. 93,608 59,805 53,661 40,290 27,188 24,607 20,371 24,396 18,558 14,564 11,742 9,014 8,769	2,809,782 Issues. 289,411 221,962 190,753 138,581 109,686 96,367 82,014 78,831 62,509 49,064 37,133 35,996
Totals *Smaller Page Size. ‡Four Dec. WOM Vogue (2 issues) Harper's Bazaar Ladies' Home Journal Good Housekeeping Woman's Home Companion McCall's Delineator Pictorial Review True Story	430,996 Issues. 1 (EN'S MA 49,352 40,890 30,230 25,785 20,291 19,752 14,353 13,009 14,628 9,778 6,058 8,690 6,449	3,332 616,970 8 Five Dec. AGAZINE 62,446 53,830 41,026 32,585 31,025 27,278 23,390 20,740 13,915 10,699 8,055 9,969 *8,784	855,761 Issues. † S 84,005 67,437 65,836 39,921 31,182 24,730 20,686 15,408 14,023 11,278 8,323 *7,336	1,502 906,055 Four Jan. 93,608 59,805 53,661 40,290 27,188 24,607 20,371 24,396 18,558 14,564 11,742 9,014 8,769	2,809,782 Issues. 289,411 221,962 190,753 138,581 109,686 96,367 82,014 78,831 62,509 49,064 37,133 35,996
Totals *Smaller Page Size. ‡Four Dec. WOM Vogue (2 issues) Harper's Bazaar Ladies' Home Journal Good Housekeeping Woman's Home Companion McCall's Delineator Pictorial Review True Story	430,996 Issues. 1 (EN'S MA 49,352 40,890 30,230 25,785 20,291 19,752 14,353 13,009 14,628 9,778 6,058 8,690 6,449	616,970 8 Five Dec. AGAZINE. 62,446 53,830 41,026 32,585 31,025 27,278 23,390 20,740 13,915 10,699 8,055 9,969 *8,784 6,787	855,761 Issues. † S 84,005 67,437 65,836 39,921 31,182 24,730 23,900 20,686 15,408 14,023 11,278 8,323 *7,336 5,914	1,502 906,055 Four Jan. 93,608 59,805 53,661 40,290 27,188 24,607 20,371 24,396 18,558 14,564 11,742 9,014 8,769 8,065	2,809,782 Issues. 289,411 221,962 190,753 138,581 109,686 96,367 82,014 78,831 62,509 49,064 37,133 35,996
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Totals *Smaller Page Size. ‡Four Dec. WOM Vogue (2 issues) Harper's Bazaar Ladies' Home Journal Good Housekeeping Woman's Home Companion McCall's Delineator Pictorial Review True Story Photoplay True Romances The Parents' Magazine Household Magazine Woman's World American Girl	430,996 Issues. 1 (EN'S MA 49,352 40,890 30,230 25,785 20,291 19,752 14,353 13,009 14,628 9,778 6,058 8,690 6,449	616,970 8 Five Dec. AGAZINE. 62,446 53,830 41,026 32,585 31,025 27,278 23,390 20,740 13,915 10,699 8,055 9,969 *8,784 6,787	855,761 Issues. † S 84,005 67,437 65,836 39,921 31,182 24,730 23,900 20,686 15,408 14,023 11,278 8,323 *7,336 5,914	1,502 906,055 Four Jan. 93,608 59,805 53,661 40,290 27,188 24,607 20,371 24,396 18,558 14,564 11,742 9,014 8,769 8,065	2,809,782 Issues. 289,411 221,962 190,753 138,581 109,686 96,367 82,014 78,831 62,509 49,064 37,133 35,996
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Totals "Smaller Page Size. ‡Four Dec. Vogue (2 issues) Harper's Bazaar Ladies' Home Journal Good Housekeeping Woman's Home Companion McCall's Delineator Pictorial Review True Story Photoplay True Romances The Parents' Magazine Household Ma	1,005 430,996 15sues. 1 49,352 40,890 30,230 25,785 20,291 19,752 14,353 13,009 14,628 9,778 6,058 8,690 6,449 4,444 2,756 2,261 268,666 ES (4-De 135,948 89,227	5,332 616,970 §Five Dec. AGAZINE 62,446 53,830 41,025 31,025 27,278 23,390 20,740 11,915 10,699 8,035 9,969 8,784 6,787 3,432 3,824 357,785 ecember Is 189,969	855,761 Issues. † S. S. S4,005 67,437 65,836 639,3921 331,82 24,730 23,900 20,686 15,403 31,278 8,323 *7,336 5,741 431,188 ssues) 249,533 131,064	1,502 906,055 Four Jan. 93,608 55,805 53,661 40,290 27,188 24,607 20,371 24,362 11,564 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764	289,411 221,962 190,753 138,581 109,686 96,367 82,014 77,833 62,509 49,064 37,133 35,996 31,338 25,210 17,013 16,777 1,482,645
Totals "Smaller Page Size. ‡Four Dec. Vogue (2 issues) Harper's Bazaar Ladies' Home Journal Good Housekeeping Woman's Home Companion McCall's Delineator Pictorial Review True Story Photoplay True Romances The Parents' Magazine Household Ma	1,005 430,996 15sues. 1 49,352 40,890 30,230 25,785 20,291 19,752 14,353 13,009 14,628 9,778 6,058 8,690 6,449 4,444 2,756 2,261 268,666 ES (4-De 135,948 89,227	5,332 616,970 §Five Dec. AGAZINE 62,446 53,830 41,025 31,025 27,278 23,390 20,740 11,915 10,699 8,035 9,969 8,784 6,787 3,432 3,824 357,785 ecember Is 189,969	855,761 Issues. † S. S. S4,005 67,437 65,836 39,921 31,182 24,730 20,686 15,408 14,023 11,278 8,323 •7,336 5,914 431,188 ssees) 249,533 131,064 69,401	1,502 906,055 Four Jan. 93,608 55,805 53,661 40,290 27,188 24,607 20,371 24,362 11,564 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764 11,764	2,809,782 Issues. 289,411 221,962 190,753 138,581 109,686 96,367 82,014 78,831 62,509 49,064 37,133 35,996 31,338 25,210 17,013 16,777 1,482,645
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Totals "Smaller Page Size. ‡Four Dec. Vogue (2 issues) Harper's Bazaar Ladies' Home Journal Good Housekeeping Woman's Home Companion McCall's Delineator Pictorial Review True Story Photoplay True Romances The Parents' Magazine Household Ma	1,005 430,996 15sues. 1 49,352 40,890 30,230 25,785 20,291 19,752 14,353 13,009 14,628 9,778 6,058 8,690 6,449 4,444 2,756 2,261 268,666 ES (4-De 135,948 89,227	5,332 616,970 §Five Dec. AGAZINE 62,446 53,830 41,025 22,7278 23,390 20,740 13,915 10,699 9,696 10,784 6,747 3,824 357,785 ecember Is 189,969 107,846 74,622 269,941 569,941 569,941 569,941	855,761 Issues. † 1880 67,437 65,836 65,836 65,932 24,730 23,900 20,686 15,408 14,023 7,336 15,408 14,023 43,11,188 8,323 43,11,188 8,323 11,188 8,323 11,188 8,323 11,188	1,502 906,055 Four Jan. 93,608 59,805 53,661 40,290 27,188 24,607 20,371 24,396 11,742 9,014 8,769 8,065 5,011 425,006 268,030 2144,627 257,980 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 250,788 2	289,411 221,962 190,753 138,581 109,686 96,367 82,014 77,833 162,509 49,064 37,133 35,996 31,338 25,210 17,013 1,482,645
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AGAZINE 62,446 53,834 41,026 31,025 27,278 31,025 27,278 8,055 9,969 8,784 6,787 3,432 3,824 357,785 ecember Is 189,969 107,462 269,941 56,300 38,113 *31,635 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834 63,834	855,761 Issues. † S. S. 84,005 67,437 65,836 39,921 31,182 24,730 23,900 20,686 15,408 11,278 8,323 77,336 5,914 5,461 431,188 sues) 249,533 131,064 69,401 274,180 35,8614 50,972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,550 972 244,50	1,502 906,055 Four Jan. 93,608 59,805 53,661 40,290 27,188 24,607 20,371 24,396 14,564 11,742 9,014 8,769 8,065 5,011 425,006 248,030 248,030 248,030 248,030 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250,040 250	289,411 221,962 190,753 138,581 109,686 96,367 82,014 78,831 62,509 49,064 37,133 35,138 25,210 17,013 16,777 1,482,645
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"We build a house"

"From the first plans to the last of the garden's planting."

Thus the editors describe the leading article in January Home & Field.

This is Part I of a four-part series presenting an original house planned especially for Home & Field by Howard & Frenaye, architects. It may be built to cost from \$23,000 to \$29,000, according to location.

Watch Home & Field for the continuation of this dramatic feature, illustrating in a novel and practical way its three-fold editorial purpose:

> Architecture & Building Decoration & Furnishing Landscaping & Gardening

If you have not seen Part I of this interesting series, which appears in the January number, may we send it to you?

HOME & FIELD

572 MADISON AVENUE, NEW YORK CITY

watch it grow - watch it develop

1932

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Little Schoolmaster's Classroom

HE Schoolmaster believes that the floral wreath of 1931 for copy should be pinned on the brow of that unknown writer in London who accomplished the art of selling where there was no market. For consider the facts: Mahatma Gandhi bought himself a brand new bicycle the last few days he was in England, and arrived in India displaying it. Here was a prospect who has boasted and proved that he is practically immune to European influences. Yet he was forced to go modern, or at least Victorian, by some copy writer who wrote interestingly and well about a bicycle.

All the old rules for copy writing went overboard in this case, for obviously the admonition that the copy writer should have this typical prospect in mind when he wrote the copy was lacking. last man he could have supposed would read his advertisement was the little, ninety-eight pound man who dresses so scantily and lives

on goat milk.

The Schoolmaster wonders what the words were that produced this great sale. Obviously they could not have concerned modernity or style. Something else was needed to break down the sales resistance of India's great passive resister. The simple selling words which accomplished this event of international importance were probably economy, long life. The purchaser probably pictured himself as able with its help to peddle about from place to place, making a little salt here, stirring up some passive resistance there, and weaving a little cloth over in the other spot.

One wonders whether the buyer gave any thought to the poor goat." Was a small trailer or side car in

his mind?

Like many another buyer, influenced by advertising to make an important purchase, the little goat milk man never realized that he wouldn't ever be able to use it. speeding about from place to place, bare legs twinkling in the sun.

He couldn't even ride it to jail. Unless this bicycle is of a sort which can easily be transformed into a spinning wheel suitable for use in small rooms, it is entirely probable that the complaint or credit department in a British bike factory is going to have a case on its hands soon.

But the good copy writer can't be blamed for that.

Frequently the Schoolmaster's attention is drawn to the ingenious manner in which some advertisers utilize every opportunity no matter how minor it appears. Occasionally he has seen an advertiser convert so small a thing as a dividend notice occupying twenty-eight agate lines into an advertisement of the product. Recently there came into his hands a pasteboard book of matches with copy on the outside by the New York Life Insurance Company.

Such a specialty as this has become so common almost as to attract little notice. The interesting point is that the New York Life is getting plus value by using the inside of the cardboard cover in an unusual manner. This has been made into a coupon that can be filled out and mailed to the company for a copy of a free booklet, "Wives and Mothers, of the Family Health." Guardians

That, as the Class will agree. comes fairly close to getting all the milk out of the coconut.

Your Pullman conductor today is a salesman along with the best of them. Chances are he's a member of a "baseball team" that is trying to score the most "runs" for the month; or maybe he's in the "army" and is trying to be pro-moted from "corporal" to "ser-geant." He's probably trying hard to qualify for membership in the "100-and-Over Club." All that is in addition to handling the routine duties of conductoring.

There was some real salesmanship lying dormant beneath those Jan.

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Can You Pick the Winner?

EE to og Lovers



the most complete Dog Book ever Published

Approved by experts. Contains chapters on care, treatment, chapters on care, treatment, feeding, disease, remedies and various other subjects of interest to dog lovers. 38 most popular breeds of dogs shown and described. Many more illustrations. 48 pages, size 8½ x 11 in. Just off the press. Send coupon today for your FEFE conv. today for your FREE copy.

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OLD TRUSTY DOG FOOD COMPANY Needham Heights, Mass. or Emeryville, Cal.

Please send me a FREE copy of The Old Trusty Dog Book

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to take care of your FREE Book the most

Experts and amateurs acclaim it as most complete and elahorate. 48 pages, (size 8½ x 11 in. with beautiful cover); takes up care, treatment, feeding, disease, remedies, and various other sub-jects of interest to dog lovers. 38 most popular breeds de-scribed and shown. Many more illustrations. Send coupon today for free copy.

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OLD TRUSTY DOG FOOD COMPANY Needham Heights, Mass.or Emeryville, Cal. Please send me a FREE copy of

The Old Trusty Dog Book

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Date: Number 1-July, 1931

Number 2-September, 1931

Space: Seventy lines on one column

Returns: The more resultful of these two advertisements showed a 46 per cent gain over its companion. For two pieces of copy that have a great deal in common, that is a remarkable variation in pulling power. Are you able to pick the winner? The answer will be found on page 71 of the January issue of Printers' Ink Monthly (one of a series).

PRINTERS' INK MONTHLY, 185 Madison Avenue,

New York, N. Y.

Gentlemen: I think I know the answer. However, enter my subscription for the Monthly so that I may have this series-and start with the January number. Bill me for \$2.00 (Canadian \$3.60).

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routine alesmanth those brass buttons of its conductors, the Pullman Company has found. These men are aggressively selling the single-occupancy-section accommodation now and they have district contests, honor rolls and pen talks just like any other sales

With the conductors selling, the sales of single-occupancy-sections have been increasing steadily, both in number and revenue, in the year and a half the new rate has been in effect. This is in the face of a decline in railroad travel and in the number of other types of Pullman accommodations sold. ductors now sell 100 of these sections for every sixty-three sold by ticket agents, where the ratio used to be sixteen to one in the other direction.

The Schoolmaster recently met a jubilant salesman.

"Six months ago," said the salesman, who sells industrial supplies, "I thought our management was about the most hard-boiled management on the face of the

In 1930 our company earth. showed a loss. In January, 1931, the management came to the salesmen and laid the cards on the table. We were told that we were going to be given good steep quotas for 1931 and that we would have to sell these quotas.

"'No excuses accepted,' we were told. 'Sell your quotas or sell ap-

"That seemed to us about the last word in toughness-but we all liked our jobs pretty well so we took one look at the quotas-they were plenty high-and then went to work.

"I came into December just \$50,000 behind my quota. Then I hit into a price situation where a \$75,000 order was involved. Our price was a half-cent a pound over that of two competitors. I knew there was no use going back to the boss and asking for a lower price. I had our price lists and knew our minimum.

"I laid awake a couple of nights over that order. Then one morning I went down and sold it-

NEWSPAPER PUBLISHERS

DO YOU need an advertising representative in the East? For twenty years my organization has been on friendly terms with advertisers and advertising agencies in New York, Philadelphia and Boston. We now have every facility to take on the representation of one or more newspapers. I would be glad to talk the matter over with publishers who are in need of adequate representation.

> John H. Livingston, Jr., 425 Fifth Avenue, New York, N.Y. Tel. CAledonia 5-2151

> "Concessionaire Fifth Avenue Buses Concessionaire Terminal Taxicabs"

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e Buses axicabs" took it right out of a competitor's hands. I don't yet know how I did the job but I did. Since then I've put over two more good orders and today my quota's busted wide

"Sure the management was hardboiled. On the other hand, I made more money in 1931 than I ever made before in my life. And that's pretty good for 1931."

William H. Piel, is a retail grocer in Belvidere, Illinois-a town of almost 8,000 population. annual volume exceeds \$1,000,000.

In these days of chain and voluntary chain stores this is a remarkable business for an independent store in a small town.

The Schoolmaster has read with interest some of the merchandising methods used by Mr. Piel. The story is told in "The Post" published by General Foods for the grocer. Briefly itemized, here is why this merchant is so successful:

1. He has studied the methods

of his competitors. 2. Service is the keynote of the

business 3. Unlike the directors of big

businesses Mr. Piel directs his store from behind the counter.

4. He leans heavily on advertising to help maintain volume. 5. Advertising is done consis-

tently-daily insertions appear in newspapers.

6. Advertising is supported by handbills, store demonstrations and window displays that are well planned.

7. Mr. Piel is a firm believer in advertised merchandise and his own advertising features only well known brands.

8. More than half of his total volume is in credit. Yet his credit losses are less than one per cent.

Here is a lesson for any business man. Sales and success come to him who spends his energy selling instead of buying.

Class Member Carl E. Vienot, of Boston, reports:

"While in a customer's office the other day, I witnessed a conference

Am I the Man You Need Right Now?

In readjusting your personnel to meet the present situation most efmeet the present situation most efficiently, every man—every woman—in it should be one especially equipped to play a real role in building up a compact organization functioning toward a common end—and not the least important should be the man who keeps his finger on the financial pulse of worr affair. your affairs.

My qualifications lead me to believe without egotism, that I can lend valuable assistance to some one, somewhere, whose experiences over the last two years of depression have indicated the need for a good financial mind with an advertising and merchandising training.

This training has for a background three years of Public Accounting during which time I have installed and operated all kinds of accounting systems, including Factory Cost Accounting, as well as devised many time and money saving methods.

For the past 10 years I have held the position as Secretary and Trea-surer of a well-known Advertising Agency. In this connection I origi-nated a system of control of adver-tising cost with relation to sales— a method of control which has been a method of control which has been adopted by many manufacturers. I can qualify as Space Buyer; have served successfully as Account Executive and possess a practical knowledge of sales distribution and merchandising methods covering a broad general field. My agency experience also includes that of Office and Credit Manager.

I am married—and am 39 years old—old enough to have gained mature judgment—young enough to be flexible in my ideas.

I should be glad to furnish other details about myself either by letter or personal interview.

Address "J," Box 133 Printers' Ink

Lost in Depression

Ten Per Cent Net Profit FOUND-A sales offset that restored

it in: "POWERS THAT MOVE MEN TO ACTION"

Mailed Without Charge on Letter-Head Request ROBERT RUXTON

10 Righ Street

Boston, Mass.

The Modern Lumber Dealer

sells practically all products that go into building construction today. 35 to 50% of his sales are other than lumber. The paper read by foremost lumber dealers everywhere is the

American Sumberman

Est. 1873 CHICAGO A. B. C.

For Perplexed Publishers

interested in reducing rising costs of Middle West representation. Efficient, active and economical service by principals well and favorably known by advertisers and agencies. Correspondence confidentially treated.

Address "H," Box 132, Printers' Ink, 6 No. Michigan Ave., Chicago, Ill.

An Unusual Combination

An alert mind, a wealth of experience, a broad outlook, and a willing spirit qualify this man as an account executive or as an assistant sales manager handling advertising. An opportunity to tackle a hard program among congenial associates is what he seeks. Now profitably employed. Address "C," Box 278, Printers" Ink.

A YOUNG MAN .

of 27, with 8-year record of accomplishment with large and small agencies. Production and office manager—layouts, art, space, plates and agency system. Assistant Account Executive—merchandising, contact, copy. Seeks opportunity to continue sales-promotion work and develop into solicitor for small agency. Valuable-assistant to busy executive. Address "E," Box 130, Printers' Ink.

of general manager, sales manager, production superintendent, office manager and staff engineer. This conference was held with every person standing; they were sufficiently far away from walls and furniture so that they could not lean. It was necessary for them to stand erect. Needless to say the purpose of the conference was fulfilled in short order."

If it is true that a man can get a load off his mind more quickly by having a load on his feet, it might be a good thing to have more perpendicular conferences. Perhaps it would be a good thing, too, to make some postprandial orators stand far enough away so that they cannot lean on the table, interminably. Making it hard to take it easy may be one way to get desirable results.

M. Zenn Kaufman Starts Own Service

M. Zenn Kaufman, formerly with General Outdoor Advertising Company, has started an advertising counsel service at 11 West 42nd Street, New York. He has also organized the Dramatic Contest Service Company, a sales contest service.

PARTNER WANTED

New York Nationally recognized advertising agency with long, successful record seeks inside agency executive of mature experience and highest character. "L." Box 134, Printers' Ink

ROOKLETS On Enameled Paper

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Pr	Inted	in Black	Ink	5 M	10 M	25 M
4	Page	Folder	6x9	\$26.00	\$40.00	\$85.00
8	91	Booklet	6x9	48.00	78.00	175.10
18	0.3	69	6x9	92.00	155.00	280.0
32	69	69	6x9	164.00	275.00	565,00

Rue Publishing Co., Denton, Md.

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New York Office for "Your Garden and Home"

Your Garden and Home, Cleveland, has opened an office at 570 Lexington Avenue, New York. James E. Smyth, formerly with The Outlook, will be the representative in charge of the new office.

Regal Shoes to Move Advertising Department

The advertising, sales promotion and window trimming departments of the Regal Shoe Company will be moved from Whitman, Mass., to the New York offices of that company, effective January 18.

Tulsa Agency Reorganizes

The advertising agency of Stanley J. Ehlinger, Tulsa, Okla., has been succeeded by Ehlinger & Higgs, Inc., James H. Higgs has been elected vice-president and Hal Crouch secretary and treasurer. Mr. Ehlinger is president of the new firm.

Golf Account to Towell

The R. H. Buhrke Company, Chicago, manufacturer of golf clubs and bags, has appointed Arthur Towell, Inc., Madson, Wis., advertising agency, to handle its advertising account. Business publications, direct mail and general magazines will be used.

Appoints Brisacher Agency

The E. R. Parker Dental System has appointed the San Francisco office of Emil Brisacher & Staff, advertising agency, to direct its advertising account. Pacific Coast newspapers and radio advertising are being used.

Appoints Gilbert Cummings

The J. W. S. Delavau Company, Philadelphia, has appointed the Gilbert Cummings Advertising Agency, of that city, to direct its advertising. Newspapers will be used.

Joins McKim Agency

K. S. Fenwick has joined A. McKim, Ltd., advertising agency, as an account executive at the Montreal office.

AGENCY MERGER

National agency in New York with excellent accounts and fine reputation is open for merger proposition.

"M," Box 135, Printers' Ink

Can you sell Advertising Men?

If you know merchandising, like to create ideas, have the ability to develop plans, plus the determination to produce; if you know how to sell Advertising Executives—you can make some real money selling our complete line of illuminated and Neon display clocks and illuminated signs.

Leads and prospect lists furnished. Exclusive territory. Straight commission. Exceptional support. Write, giving experience in detail. "D," Box 279, Printers' Ink.

Wanted

ADVERTISING "CONTACT" MAN

A nationally recognized and long-established New York agency of the highest credit is adding one or two men to its sales force. . . . If you can convince us that you are the right man for the place you can make a very advantageous connection. . . . Sell yourself by letter and an appointment will be made. . . Men with business-producing records will receive preference but younger men with "sales-instinct" will receive consideration. . . All members of our agency know of this advertisement. . . . Replies will be held in strictest confidence.

Address "G," Box 131 Printers' Ink

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Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

ADVERTISING AGENCIES

MAIL ORDER SPECIALISTS
Display and Classified Ads Written
Inserted All Magazines, Newspapers
MAETIN ADVERTISING AGENCY
276 P West 43rd St., N. Y. C. Est. 1923.

BUSINESS OPPORTUNITIES

TRADE CATALOG WANTED

Catalog publisher wants to purchase another Catalog to round out schedule. Give full particulars in first letter. Box 743, Printers' Ink.

ESTABLISHED, MEDIUM-SIZED NEW YORK AGENCY offers advantageous proposition of free lance, small agent, having active accounts. Write Box 741, Printers' Ink.

FOR SALE — WHOLE OR PART — MONTHLY AGRICULTURAL MAGAZINE. Opportunity unlimited. National organized market reasonable. Write Box 738, Printers' Ink.

Wanted—Trade Paper Representative to solicit advertising for three wellestablished trade journals in New York and adjacent territory. Strictly commission basis. Box 728, Printers' Ink.

Need Financing or Publisher for excellent bookkeeping course, entirely new idea. Highest credentials. Box 731, Printers' Ink.

TRADE PAPER WANTED

Responsible publisher wants small trade paper. Will consider buying part interest, if desirable. Box 742, Printers' Ink.

TRADE PAPER

Will buy a reasonably priced monthly or weekly in good field. Box 734, Printers' Ink.

MEW ERA PRESS—Size 9 x 12, to print two sides, with or without tag patching and eyeletting equipment. Cash transaction. Box 732, Printers' Ink.

A Publication Wanted

We have evolved methods which, applied to some periodicals, yield net income instead of loss. In confidence submit advertising and circulation data for last six months.

*INDUSTRIAL DIGEST 80 Washington St., New York City

PUBLISHER-Daily, Weekly

Weekly tabloid newspaper covering special service is for sale due to other interests. Excellent opportunity for publisher of a daily or weekly with proper press and linotype facilities. Box 748, P. I.

Family Magazine—Bad health and age justifies owner in selling controlling interest in centrally located and prominent monthly publication. Paid circulation nearly 600,000 as of December, 1931, expirations killed to date. Company owns producing plant and equipment, free of indebtedness except current accounts. Efficient organization with Special Representatives in principal advertising centers. Prices reasonable. Box 737, P. I.

CANADA—Influential Vancouver, B. C., mechanical manufacturer, with efficient, independent, subsidiary distributing organization wants (1) additional line suitable for Canadian manufacturing for domestic or export markets; also (2) additional lines for distribution only. Must have satisfactory sales possibilities. Advertiser requires no further capital but desires simply to increase scope of operations through the manufacture or distribution of additional lines. Address reply to McConnell and Fergusson, Limited, Vancouver, B. C.

EMPLOYMENT SERVICES

your problem of finding the position you want to Penn. Penn is pre-eminent is its field of helping \$5,000-\$50,000 men find good positions with good companies. Matters not what connection, industry or territory you are interested in. Penn CAN help you. Penn KNOWS YOUR MAR. KET, and can help you REACH IT—quickly, dignifiedly. JACOB PENN, INC. 535 5th Av., N.Y.C.

HELP WANTED

We need high-grade men and women for our nation-wide force of resident field investigators. Experience in interviewing and writing and good approach required. Work done on part-time basis, payment by job or hour. We can use free-lance workers or regular employees of established manufacturing concerns who have some spare time. Write outlining experience, present activities and qualifications. PERCIVAL WHITE, INC. 130 West 42nd Street, New York City.

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ADVERTISING SALESMEN

ADVERTISING BALESMEN
We have openings for two advertising
representatives to sell our SYNDICATED ADVERTISING SERVICES
to newspapers, leading stores, banks,
agencies, &c., as well as our CORRESPONDENCE COURSE in ADVERTISING; essential you have a knowledge of advertising and A1 sales ability;
commissions and or computy; drawing accommissions and computy; drawing accommissions paid promptly; drawing acdemonstrate you can successfully sell our services; permanent territory available. our services; permanent territory available; give details of your past experience in writing. Vincent Edwards & Co., 342 Madison Ave., New York City.

MISCELLANEOUS

Modern Circulation Bystems installed, quickly and reasonably. Forms designed to fit any newspaper and condition. Waste eliminated and operating expense curtailed. Strictest confidence. Wm. J. Arns, 20 N. Asbland Ave., Chicago.

ADVERTISING COURSE - Study at ADVERTISING OUTBSE—Study at home by correspondence; learn easily and quickly in spare time; practical work; no textbooks; low tuition, easy terms; backed by internationally known. 26-year-old advertising syndicate; send for inspiring free booklet, "Advertising Makes Millionaires." Vincent Edwards Institute of Advertising, 342 Madison Ave., New York City.

POSITIONS WANTED

ADVERTISING AND SALES PROMO-TION MANAGER with 8 years' experience seeks new connection in the same capacity. Now employed as Sales Man-ager. Box 736, Printers' Ink.

Assistant Advertising Manager — of manufacturer. Married, age 25, desires permanent location. Knows advertising from ground up, direct mail, mechanical details and printing. Box 735, P. I.

ADVERTISING ASSISTANT

University Graduate, age 27. Two years' agency and sales promotion experience in copy, layout and production. Box 746, Printers' Ink.

VISUALIZER-ART DIRECTOR

Originated layouts, illustration ideas, type set-up many well-known big national and direct mail campaigns; New York man; go anywhere. Box 750, Printers' Ink.

TYPOGRAPHER, LAYOUT MAN e Seeks Part-Time Connection

Seeks Part-Time Connection
Thorough 4A Agency experience. Printing
background. Seasoned production man who
likes responsibility. Young, married. Reasonable salary basis. N.Y.C. Box 745, P.I.

Advertising-Sales Promotion Manager —Available February 1st, a good right-hand man for some sales executive who wants an assistant thoroughly experienced in advertising, sales-promotion and sales control. Eleven years' experience with leading manufacturers. Salary secondary consideration. Future possibilities in sales development most important. Box 740, P. I. ADVERTISING MANAGER - Daily, weekly experience, former special ex-ploitation man, graduate university B.J., now employed—wants company or agency advertising beginning. Good layout, copy, sales ideas. Young, references. Write Box 744, Printers' Ink.

TECHNICAL PUBLICITY—Five years with a leading technical magazine (four as editor) fit me to prepare acceptable publicity material or to produce a readable, appealing house magazine. If you need such service let's talk it over. Box 739, Printers' Ink.

EDUCATIONAL DIRECTOR of a large EDUCATIONAL DIRECTOR of a large Specialty Company seeks new connec-tion. Has an excellent record in employing and training Salesmen. Ex-perienced in Personnel and Research work. Al references. Available at once. Box 729, Printers' Ink.

ARTIST—copy ideas—layout, lettering, figure in wash and line, average run of retouching, capable of cutting rubber plates. Young man. Now employed, desires change. Ten years' experience with printers, engravers and agencies. Box 733, Printers' Ink.

ADVERTISING-SALES PROMOTION Direct-mail plans, copy and layouts that get results. Four years' sound experience two prominent manufacturers as assistant and advertising manager. University graduate, age 29. Moderate salary—go anywhere. Box 730, Printers' Ink.

PUBLISHER, MANUFACTURER, AGENCY Ten years with New York newspaper, national magazine. Last man overboard. Excellent sales record, reputation. Background merchandising, sales promotion. Married, young family. Welcome your investigation. Box 747, Printers' Ink.

> I WELCOME RESPONSIBILITY

Because I have earned it from a practical 8 year experience in planning, writing, and supervising complete production of advertising including space, direct mail and window display. I offer this ability to a manufacturer or creative organization seeking someone to marry economy and originality happily. Christian, 30 years old, married. Now employed in New York. Will consider out-of-town. Box 749, Printers' Ink.

BINDERS

To make the files of the Printers' Ink Publications more accessible we sell binders at cost. The Weekly holding nine or more copies is \$1.25, post-paid, and the Monthly holding eight copies \$2.00, postpaid. These binders are an attractive addition to any desk or library.

Printers' Ink Publications 185 Madison Ave. - New York

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